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FOOD RETAILING
INCLUDING RESTAURANTS

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U. S. DEPARTMENT OF COMMERCE
Daniel C. Roper, Secretary

BUREAU OF THE CENSUS
William L. Austin, Director

CENSUS OF AMERICAN BUSINESS

RETAIL DISTRIBUTION: 1933

FOOD RETAILING

INCLUDING RESTAURANTS

*q317.3127 A42
Vol. 9
PX.1
U.S. Dept. of Commerce. Bureau of the Census
June 21, 1935

U. S. DEPARTMENT OF COMMERCE

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INTRODUCTION

This report gives a summary for the United States and by States, of the data on sales and employment in food stores and restaurants, from the Retail Census for 1933. The Retail Census is part of the Census of American Business, conducted in 1934 by the Bureau of the Census, with funds supplied by the Federal Civil Works Administration. The reports are prepared, under the supervision of Fred A. Gosnell, Chief Statistician, by John Guernsey, in charge of Retail Distribution, assisted by William A. Ruff, Assistant Chief Statistician, and James O. Reid, Retail Assistant.

Other data pertinent to food retailing, concerning credit sales, size of stores and operating expense ratios are available in other Census reports.

Comparisons in this report are with the Census of Distribution of 1929, and particularly with the Trade Report compiled from it and published separately by the Bureau of the Census as Distribution No. R-83, entitled "Food Retailing" (1929) including restaurants. Copies of that report may be obtained from the Superintendent of Documents, Washington, D. C. - Price 10 cents.

FOOD RETAILING IN 1933
(including Restaurants)

AND COMPARISONS WITH 1929

I---FOOD GROUP

With a decrease of only 2.3 percent in the number of food stores since 1929, total sales in the more than 470,000 food stores in 1933 aggregated $6,776,280,000 compared with $10,837,421,000 in 1929, a decrease of 37.5 percent. During this period the decline in the retail price level of food, as indicated by the index figures of the Bureau of Labor Statistics, was 36.4 percent. The small difference would seem to indicate that there was little decrease in the physical quantity of food handled by the stores. 1/

In addition to food stores, the food group in 1933 includes 3,767 beer and liquor stores, a branch of retailing just getting under way after sixteen years of prohibition. Total sales of these 3,767 dealers in bottled beverages amounted to $16,730,000, raising the aggregate total of sales of the food group to $6,793,010,000. Some States show no beer and liquor stores in 1933, and in most of the others the sales shown in the Census represent primarily the sale of beer, which was made legal in some States in April, 1933. Beer also is sold in many kinds of stores other than beer-liquor stores. Liquor was not made legal anywhere prior to December, 1933, and in most States not before 1934. Liquor store sales, therefore, form a very small part of the 1933 sales figures.

In any use of Census data for 1933 it should be understood that the business classifications, although usually related broadly to the kind of merchandise carried, are not interchangeable with merchandise or commodity classifications. For instance, grocery store sales are not exclusively sales of groceries; they usually include some fruits, vegetables, dairy products and bakery goods, and a small proportion of non-food supplies. On the other hand, food is sold by many kinds of stores other than food stores. 2/ Stores are classified according to their principal commodities or according to their popular designation. It is only when a commodity breakdown of sales is available, as in the 1929 Census, that kind-of-business sales can be translated into commodity sales.

Summary, Food Group: 1933

Kind of Business	Number of Stores	Net Sales (000 Omitted) Amount	Net Sales (000 Omitted) % Change Since 1929	Proprietors (Not on Payroll)	Full-time Employees (Average Number)	Total Payroll (000 Omitted)	Average Annual Earnings per Full-time Employee
UNITED STATES	473,916	$6,795,010	-37	493,112	504,550	$593,651	$1,074
Candy and confectionery stores	54,243	271,215	-52	60,676	21,034	18,525	748
Dairy products-milk dealers	12,092	498,336	-38	19,486	66,664	100,637	1,478
Delicatessen stores	10,048	107,685	-41	11,648	6,187	8,268	900
Fruit stores - Vegetable markets	21,897	170,748	-35	25,602	12,898	12,971	922
Grocery stores (without meat)	165,538	1,803,342	-48	161,216	99,015	115,690	1,019
Combination stores (grocery and meat)	140,372	3,201,042	-18	142,881	221,825	253,174	1,035
Meat-sea food markets	38,344	491,866	-63	42,158	35,036	44,165	1,133
Bakery goods-caterers	19,380	188,131	- 6	21,211	35,210	36,093	951
Beer-liquor stores	3,767	16,730	--	4,205	1,258	1,361	984
Other food stores	4,235	43,817	-41	4,034	6,650	6,881	984

How Percentages Compare

A comparison of the percentage changes from 1929 to 1933, as to stores, sales, employment and payrolls, follows:

Percent of Change, 1933 vs. 1929

Kind of Business	Number of Stores	Net Sales	Proprietors	Employment Full-time	Employment Part-time 3/	Payroll Full-time	Payroll Part-time
Food Group (except beer-liquor stores)	- 2	-37	+4	-12	+16	-26	+45
Candy and confectionery stores	-14	-55	-10	-35	-39	-63	-22
Dairy products-milk dealers	+54	-38	+70	+ 3	+74	-14	+136
Delicatessen stores	-10	-45	- 4	-38	- 9	-45	+ 17
Fruit stores - vegetable markets	- 4	-45	+ 2	-25	- 6	-41	+ 18
Grocery stores (without meat)	-13	-48	- 6	-31	-16	-41	+ 7
Combination stores (grocery and meat)	+21	-18	+36	+14	+70	- 5	+100
Meat- sea food markets	-23	-63	-19	-43	-15	-55	+ 16
Baker goods-caterers	+61	- 6	+80	+36	+63	+12	+140
Other food stores	+20	-41	+51	-15	+ 9	-40	+ 70

1/ - It is recognized that there are other factors involved of minor influence, including any changes in quality standards that may have occurred in the 4-year period. Also, the Bureau of Labor Statistics Index uses somewhat different weights than may exist in the food field as a whole, but it provides the best measure available.

2/ - For greater detail see Distribution Census Trade Report R-83 entitled "Food Retailing" (1929), and particularly pages 82, 88, and 83.

3/ - There is some difference in the basis of computation of average part-time employment, between 1929 and 1933, in that the former represents the predominant average and the latter the mathematical average. Whatever distortion it may cause, however, is consistent throughout this table.

Total Sales of Food

The computed sales of all food commodities during the year 1929 totaled $13,221,000,000, exclusive only of the sale of meals. This total compared with total sales in food stores (all commodities) of $10,837,000,000 in the same year (1929). 4/

If the same relation between food store sales and total food sales can be assumed to apply in 1933, it would appear that the total food sales approximated $8,267,000,000 in 1933. To this should be added beer-liquor stores sales of $16,730,000.

Sale of Meals

The food group does not include eating places, but they are closely related. In 1929 the total known sale of meals was $2,515,500,000, exclusive of meals in boarding houses. This total compared with total sales in the restaurant group of $2,135,000,000 in the same year (1929).

If the same relation which existed in 1929, between total restaurant sales and the total sale of meals in all places, can be assumed to have existed in 1933, it would appear that the total sale of meals in 1933, in stores and hotel dining rooms as well as in restaurants and other eating places, was $1,568,000,000

This does not include sales of $105,551,000 in drinking places in 1933.

Thus it would appear that the total sale of foods and meals in 1933, as nearly as the figures can be estimated from the data available, aggregated about $9,957,000,000. The summary follows:

Estimated Food Sales, All Kinds of Business

Class	Estimated Sales		Decrease	
	1933	1929	Dollars	Percent
Food, in all stores	$8,267,000,000	$13,221,103,000	$4,954,103,000	37.5
Meals, all places	1,568,000,000	2,515,496,000	947,496,000	37.7
	$9,835,000,000	$15,736,599,000	$5,901,599,000	37.5
Add-Sales, beer-liquor stores and drinking places *	122,000,000	(No data)	---	---
	$9,957,000,000			

* Total sales used in absence of commodity data.

1929 Commodity Ratios

The 1929 commodity breakdown of total food sales was as follows: 4/

Groceries	38.94%
Fresh meats (including poultry and fish)	20.19
Fruits and vegetables	10.14
Dairy products (including eggs and milk)	17.31
Related commodities (delicatessen foods, confectionery and nuts, bottled beverages, fountain sales, ice cream, and tobacco products)	13.42

Employment, Food Group

With no material change in the number of stores, but with a decline in sales volume (for the food group as a whole) of 37 percent, the number of full-time employees decreased from 569,632 in 1929 to 504,530 in 1933; in addition there were 178,455 part-time employees, (average number throughout the year). Part-time employees are those employed for part days or less than (See 5/) the normal work-week, whatever it may be. Each month is reported separately, so those employed full-time for part of a year are full-time employees during the months when they are so employed. Part-time payroll increased about 50 percent, full-time payroll declined 26 percent; the total payroll declined from $767,207,000 in 1929 to $593,651,000 in 1933, or about 23 percent.

For the food group as a whole, the annual earnings of full-time employees in 1929 averaged $1,284, and in 1933 the average was $1,074. The decline of 16 percent measures approximately the average reduction in the wage or salary rate of full-time employees, although it is affected to a slight extent by the substitution of lower-paid employees for those of higher rank, when the latter were displaced in turn by proprietor-owners. The number of proprietors (working in their own stores and not on payroll) increased from 468,301 in 1929 to 493,112 in 1933.

Significance of Changes since 1929

The outstanding conclusions apparent in comparing the retail food situation in 1933 with that in 1929 may be summarized as follows:

(1) Food stores are exceeded only by filling stations, garages, and variety stores in their relative stability as measured by the sales showing they made in 1933 in comparison with 1929. Filling stations declined in sales 14 percent; variety stores 25 percent; garages and repair shops 34 percent; food stores as a whole, 37 percent. Drug stores also declined 37 percent. Eating places declined 58 percent.

(2) Although there has been little change in the number of stores, the average sales per store have decreased more than one-third. Sales per store in 1929 averaged $22,000, in 1933 the average is $14,000.

(3) Although sales per store decreased more than one-third, this proportion does not represent any more than the average decrease in the retail price of food, as disclosed by the price index of the Bureau of Labor Statistics. The index number for all foods for 1929 was 156.7 and 99.7 for 1933, which indicates a decrease in the average selling price of 36.4. It would seem to be a proper conclusion from the facts available that the average food store which remained in business handled substantially as great a quantity of foods in 1933 as it did in 1929.

(4) In comparison with an average decline in sales of 37 percent, all of the New England States, all of the South Atlantic States and the States of California, Kentucky, Louisiana, Missouri, Nebraska, Nevada, New Jersey, New York, Tennessee, and Wyoming show declines less than the national average.

(5) Despite the great drop in dollar-sales, and bearing out the conclusion that the physical quantity of foods handled remained practically unchanged, the decrease in full-time employment is little more than 11 percent and there was an increase in part-time employment. Payroll declined 23 percent, but the average annual earnings of full-time employees in food stores fell only from $1,284 to $1,074, or 16 percent. This is an nearly a true measure as is available of the extent of decline in the rate of pay of employees in retail food stores.

(6) Combination food stores have increased greatly, both in number and in sales, compared with grocery stores and specialized meat markets. Whereas, in 1929 they did 36 percent of the total food store business, in 1933 their ratio increased to 47 percent.

Tables

Tables A, B, , and C present information for the food group as a whole, by States.

Table A shows the number of stores and their sales in 1933 in comparison with similar data for 1929.

It also shows the number of proprietors, the number of full-time employees, total payroll and the average annual earnings of full-time employees in 1933, in comparison with similar data for 1929.

4/ - See "Food Retailing" (1929), Distribution Census Report R-83.

5/ - Enumerators' instructions read: "part days or only a few days per week."

Table B shows the number of full-time employees, month by month throughout 1933.

Table C shows the same information with regard to part-time employees.

Principal Kinds of Business

The food group is reported in the Retail Census in 10 subdivisions, by kinds of business, as follows:

Grocery stores
Meat markets (including sea-foods)
Combination stores (grocery-meat)
Candy and confectionery stores
Dairy products stores
(including milk dealers)
Delicatessen stores
Fruit stores & vegetable markets
Bakeries
Other food stores
Beer-liquor stores

Combination Stores

By far the most important kind of business in the food group in point of sales is the combination grocery-meat store, which is typically a grocery store selling fresh meat, fruits and vegetables, dairy products and bakery goods. Combination stores in 1929 of $3,903,662,000 decreased to $3,201,042,000 in 1933, or only 18 percent against an average decrease in the food group of 37 percent.

There was a considerable increase in employment in combination stores, as indicated in Table 1, which shows by States the number and sales of combination stores, the number of proprietors, full-time employees and the amount of total payroll. Despite the 18 percent decrease in sales volume, the total payroll remained substantially unchanged.

Grocery Stores (without meat)

The next most important classification in the food field is that of grocery stores without meat, of which there are shown in the Census 165,538 stores with sales in 1933 of $1,803,242,000. This compares with $3,449,129,000 in 1929, in 191,874 stores. Table 2 shows the distribution of grocery stores by States. A typical grocery store sells groceries, fruits, vegetables, dairy products, bakery goods, cleaning and other household supplies, but not fresh meat.

Meat Markets

There was a decrease in the number of meat markets since 1929 of about 25 percent with a decline in sales volume from $1,336,958,000 to $491,866,000, or 63 percent. It is apparent that a large part of the meat business formerly conducted in meat markets has gone to the combination grocery-meat stores. Meat markets also sell poultry and sea foods; often fresh fruits, vegetables and eggs; but if they also sell canned goods and other groceries, they are classified as combination stores.

Table 3 shows the number of meat markets in each State compared with 1929 and the ratio of decline in sales volume.

Dairy Products Stores, and Milk Dealers

Dairy product stores (including egg and poultry dealers) and milk dealers number 18,092 in the present Census with total sales of $498,536,000. This compares with total sales in 1929 of $797,819,000, a decline of 37.5 percent. A small part of this decline is accounted for by the transfer to the Wholesale Census of some large milk distributors whose business since 1929 has become more than 50 percent wholesale and, therefore, is included in its entirety in the Wholesale Census. A summary of the amount of direct sales to consumers by wholesalers, as well as other data concerning dairy products stores and milk dealers, will be included in the printed reports of the Retail Census.

Other Food Stores

Included in all State reports are tables showing by kinds of business for 1933 the number of stores, sales, employment and payrolls for the following additional classifications:

Candy and confectionery stores
Delicatessen stores
Fruit stores and vegetable markets
Bakeries and caterers
Other (miscellaneous) food stores
Beer-liquor stores

The latter classification (beer-liquor stores) consists of dealers at retail of (1) bottled beer, ale, wine and similar beverages, and (2) bottled liquors. Some of these dealers were in business prior to April, 1933, selling non-alcoholic beverages or other commodities. During the first three months of 1933 they employed about 770 full-time and 220 part-time employees. By December 1933, full-time employment had increased to 2,703 and part-time to 751.

II-RESTAURANTS

The number of restaurants and other eating places increased in the period between 1929 and 1933 from 154,293 to 170,434, but their sales of $1,324,387,000 were 38 percent less than the 1929 sales.

In addition to the eating places, which may or may not sell beer, wine, and liquor, there were 29,901 drinking places in operation at the end of 1933, with sales of $105,551,000 during such portion of the year as they were in operation. Since liquor did not become legal until December and in most States could not be sold at all in strictly drinking places, it is apparent that most of this volume of $105,551,000 represents the sale of beer. No information is available to show the sales of beverages or liquor in eating places.

The drinking-place classification comprises not only new establishments but also a number of places which prior to April, 1933, would have been called soft-drink places or eating places but which, after repeal, became strictly drinking places. During the first quarter of 1933 they employed an average of 7,000 full-time and more than 2,760 part-time employees. By December, 1933, drinking places accounted for 25,172 full-time and 9,396 part-time employees.

Summary, Restaurant Group: 1933

	Number of Stores	Net Sales (000 Omitted) Amount	% Change Since 1929	Proprietors (not on Payroll)	Full-time Employees (Average Number)	Payroll (000 Omitted)	Average Annual Earnings per Full-time Employee
UNITED STATES	200,335	$1,429,988	-25	$31,968	256,388	$241,741	$673
Restaurants-lunch room	124,090	1,089,134	-40	145,281	297,464	214,556	687
Lunch counters-stands	46,344	235,255	-27	62,978	45,894	33,499	678
Drinking places	29,901	105,551	--	33,759	14,990	13,707	781

Tables

Table D presents information on the restaurant group as a whole, (including drinking places) by States.

The table shows the number of eating places and their sales for 1933, in comparison with similar data for 1929. Included are 29,901 drinking places with sales of $105,551,000 which did not appear in the 1929 Census.

The table also shows the number of proprietors and employees, amount of payrolls and average annual earnings of full-time employees, in comparison with similar data for 1929. The sale of beer and alcoholic beverages in eating places affects comparisons with 1929 to an extent at least equal to their sale in drinking places, but no data are available by which such sales can be distinguished from the sale of meals.

III-DEFINITIONS

Retail Census classifications and terms used in this report are identical with those used in the previous Distribution Census (1929), except that the more than 200 business classifications are grouped to form 53 condensed classifications to reduce tabulation expense. Of the 53 classifications, ten apply to the food group and three to the restaurant group. Due to lack of commodity data on the 1933 schedules, some minor shifts in classification may have occurred. For example, in some States country general stores (general merchandise with food) were described by some enumerators as "General Merchandise" without mentioning food as a commodity. The lack of complete information caused them to be classified in the tabulating as general merchandise stores instead of country general stores. No such shifts have been discovered within the food group itself.

The kind-of-business classifications are defined as follows:

Candy and confectionery stores.--In this combined classification are two distinct kinds of stores. The first is the candy store or candy and nut store, confining its business primarily to the sale of boxed or bulk candies and nuts or to either of the two commodities; the second is the confectionery store. The typical confectionery store sells candy and nuts, as well as other types of confections and operates a fountain, dispensing fountain drinks and ice cream. A present trend of confectionery stores is to add lunches and prepared foods, after the manner of the delicatessen store.

Dairy products, eggs and poultry, and milk dealers.-- Under this classification are three related kinds of business; first, dairy products stores; second, egg and poultry stores; third, milk dealers. The dairy products stores handle a complete line of dairy products, including milk as well as eggs and poultry. Egg and poultry stores likewise handle dairy products, although they do not usually maintain a complete line. The distinguishing feature is that the majority of sales is of eggs and poultry. Milk dealers often handle other dairy products, particularly butter and cheese, and sometimes eggs. Some milk dealers have added fruit juice and ice cream both on their delivery routes and in their stores.

Delicatessen stores.--These stores confine their sales principally to sales of cooked meats, prepared salads, cheese, and other prepared foods suitable for immediate table use. Often they also carry a limited stock of canned and bottled goods and groceries. Neighborhood delicatessen stores frequently carry a small stock of fresh fruits and vegetables and some candies, confections and other bakery products, as well as milk and other dairy products. Often they serve lunches, and sometimes develop a substantial restaurant business.

Fruit stores and vegetable markets.--These stores and stands are more frequent in public or municipal markets, although many stores confine themselves entirely to the sale of fruits and vegetables, especially in the larger cities. Fruits and vegetables out of season in the locality usually can be found in these stores. As in so many kinds of stores, other related and unrelated lines of merchandise often have been added until the store sometimes loses its former identity and becomes in fact a grocery or delicatessen store. As long as fruits and vegetables predominate, the store is included in this classification.

Grocery stores.--Sell canned and packaged foods and generally a full line of groceries, usually with fresh fruits and vegetables in season. They may carry smoked meats in limited quantities without changing the classification, but not fresh meats. Grocery stores which carry fresh meats are classified as combination (grocery and meat) stores.

Combination stores.--This term covers two different kinds of stores; first, the grocery store carrying fresh meats; and second, the meat market carrying a staple line of groceries. The first is the grocery store which has added fresh meats to its grocery stock. The second is the meat market which has added staple groceries to meet its customers' demands and to add to its sales volume. Both usually carry fruits and vegetables and bakery products. In some States they have become substantial distributors of cigarettes. Many are complete food markets.

Meat markets(incl. sea foods).--Sell fresh and smoked meats and sea foods. These markets usually handle fish, and fish markets have been included in this dual classification. In inland cities and towns, fish markets are rare, but in the seaboard cities there are many strictly fish and sea food markets, although fish is also sold by most meat markets and combination stores.

Bakery goods stores--Caterers.--Bakery goods stores differ from commercial bakeries in that they do not ordinarily produce the goods which they sell. In many instances the small bakeries who bake their own products but sell only at retail to neighborhood customers have been included. Commercial bakeries are included in the Census of Manufactures. Caterers, also included in this classification, arrange menus for luncheons and dinners to be served elsewhere, producing and serving the specially prepared foods. This is a specialized business in which service plays an important part. Only 110 caterers were shown in the 1929 Census; they are not identified in any tabulations of the 1933 Census.

Other food stores.--The classification includes stores and house-to-house distributors selling coffee, tea, and spices; stores handling products of the farm which do not come within the classification of fruit and vegetable stores; stores handling special health foods; and retailers engaged predominately in the sale of bottled waters, either table or mineral, bottled gas, and bottled non-alcoholic beverages.

Beer-liquor stores specialize in the sale of bottled beer, ale and wine, and/or in the sale of liquors defined in most States as alcoholic or intoxicating beverages. The former (beer, ale, wine) came into legal existence on or after April 7, 1934 and the latter (liquor stores) after December 5, 1934. In most States they play little or no part in the 1933 Census. In some States their product is sold in quantity in other kinds of stores, including food stores, department stores, cigar and drug stores.

Restaurants, cafeterias, and lunch rooms.--Includes restaurants having full table service, cafeterias or self-serve restaurants, and lunch rooms having limited table service in addition to counter service. Automats are classified as cafeterias.

Lunch counters, refreshment stands, fountain-lunches.--Five kinds of lunch services are included under this classification. First; box lunch companies; their product consists of a lunch of sandwiches, fruit and dessert, sold ordinarily by street vendors or on regular delivery routes. Box lunches sometimes are sold at soft-drink and refreshment stands. Second; refreshment stands, carrying a varied line of prepared foods as well as soft drinks. These stands are frequently found on the principal highways and adjacent to factories and office buildings, where lunches and drinks may be obtained and consumed quickly. Third; fountain-lunches often operating in the downtown sections or in the vicinity of factories and office buildings. Salads, sandwiches, light lunches, and desserts are served as well as the usual variety of fountain drinks. The fountain-lunch often is an outgrowth of the drug store fountain. Fourth; lunch counters with variations such as the street "diner" and the hole-in-the-wall eating place. The modern sandwich shop is included in this classification. The last classification in this group consists of soft-drink stands (bottled drinks, candy, fruits, and limited stocks of sandwiches as well as packaged goods).

Drinking Places.--Retail places whose principal business is the sale, for consumption on the premises, of beer, ale and wine and/or liquors defined in most States as alcoholic and intoxicating beverages, in which places there is no appreciable revenue derived from the sale of meals. Drinking places are variously known as bars, beer-gardens, taverns, cafes, and otherwise. No such drinking places appear in the 1929 Census; the legal prohibitions against them at that time has since been repealed in most States. When a drinking place also sells meals, it is classified as an eating place; either a restaurant in the event its service is at tables, or as a lunch counter if service is exclusively at counters or bars. Many places selling drinks, probably greatly exceeding in number and sales those classified as drinking places, are included in the restaurant classifications. In the absence of commodity data it is impossible to distinguish between those restaurants which sell such beverages with meals and those which do not, nor to determine the total sales of meals seperately.

IV--INDEPENDENTS, CHAINS AND OTHER TYPES

In addition to the classifications by kinds of business, all food stores and restaurants were classified in accordance with type of operation.

Grocery stores and combination stores are shown in four types as follows:- Independents, units of chains, commissaries or company stores, and other types. Restaurants are shown under three types as follows:- Independents, units of chains, and other types.

The trend toward combination food stores (grocery stores with fresh meat departments) was pronounced in the period between 1929 and 1933, as was pointed out in an earlier paragraph. The transition of grocery stores into combination food stores by the addition of meat departments has been more rapid with chains than with independents as evidenced by the fact that although the chain ratio in the grocery store field in 1929, (45.7 of total grocery-store business) remains practically unchanged in 1933 (45.0 percent), in the combination store field the ratio of chain store sales to total sales of combination stores has increased from 32.2 percent in 1929 to 43.7 percent in 1933.

Although the number of chain units of grocery stores is only about one-sixth the number of independent grocery stores, they do 45 percent of the business; in the combination store field the number of chain units is about one-fifth of the number of independent units, but the chains do nearly 44 percent of the total business of combination stores.

In the restaurant field chains are much less of a factor. There are only 3,377 chain units of the total of 170,434 restaurants and they do slightly less than 15 percent of the total restaurant business.

Definition of Types

Independents, as used in the summary table, include single-store independents, two-store and three-store independents.

Chains, as used in this summary, includs local chains of four or more units, sectional chains and national chains. Local chains are classified as such if substantially all their stores are located in and around some one city. Sectional chains are those whose stores are located in some one section of the country, such as Northeastern States, or the Pacific Coast States, or the Gulf Southwest or other geographic division. National chains are those whose operations cover more than any one section of the country.

Commissaries or Company Stores, located most often in industrial, mining and lumber communities, are operated by manufacturing and other industrial companies to serve their employees. Payment in the form of scrip, at one time was characteristic of commissaries, but is much less frequent today. Although the 1933 Census shows a considerable increase in the number of commissaries, this is attributed more to the greater opportunity for identification provided by the 1933 schedule (in contrast to the schedule used for the 1929 Census) rather than to an actual increase in the number of commissaries since 1929.

"Other Types" as used in the following summary include direct-selling, cooperatives, rolling stores, and other miscellaneous types of operation.

Below is a summary of two principal food classifications and of restaurants, by types of operation:

Summary by Types of Operation

Type of Operation	Number of Stores	Net Sales (1933) (000 Omitted)	Percent of Total Sales 1933	Percent of Total Sales 1929	Full-time Employees	Number of Props.	Payroll (000 Omitted) Total	Payroll (000 Omitted) Part-Time Including Part-time: Only	Average Annual Earnings Per Full-time Employee	Total Reported Expenses 7/ (000 Omitted)
Grocery stores (without meats)	163,538	$1,803,242	--	--	99,015	161,216	$113,590	$12,664	$1,019	$276,240
Independents	137,852	978,897	54.3	53.6	44,272	159,904	40,945	4,937	815	129,538
Chains	24,740	811,910	45.0	45.7	53,930	245	71,808	7,597	1,191	144,872
Commissaries or company stores	158	1,011	.1	.7	64	151	55	5	781	99
All other types	794	11,424	.6		749	916	782	125	877	1,731
Combination stores (groceries and meats)	140,372	3,201,042	--	--	821,285	142,881	853,174	24,303	1,033	536,158
Independents	115,184	1,797,021	56.1	67.6	119,852	142,072	119,065	11,275	899	270,254
Chains	24,924	1,397,090	43.7	32.2	100,787	483	133,424	12,999	1,195	264,525
Commissaries or company stores	32	512	--	.2	48	37	46	3	896	70
All other types	232	6,419	.8		538	289	639	26	1,158	1,309
Restaurants and eating places 6/	170,434	1,324,587	--	--	341,348	198,209	248,034	19,827	669	539,328
Independents	166,596	1,122,882	84.8	86.1	280,814	197,684	200,068	17,774	649	433,876
Chains	3,377	196,800	14.9	13.6	59,457	161	46,943	1,902	758	103,335
All other types	461	4,705	.3	.3	1,077	364	1,023	151	810	2,117

6/ Restaurants and eating places in the 1933 tabulation include also lunch counters and refreshment stands in addition to restaurants, cafeterias and lunch rooms. The 1929 percentages reflect only the latter three kinds of restaurants and, therefore, are not strictly comparable, but the new basis is considered preferable for future comparisons, in order to distinguish eating places as such from drinking places.

7/ Before including any compensation for services of proprietors, or any return on invested capital.

TABLE A - FOOD GROUP - COMPARISON BY STATES: 1933 and 1929

Stores, Sales, Employment and Payrolls

DIVISION AND STATE	NUMBER OF STORES		NET SALES Amount (000 Omitted)		Percent of Change	Percent of U.S. Total		PROPRIETORS		FULL-TIME EMPLOYEES (Average Number)		TOTAL PAYROLL (Full-time and Part-time) (000 Omitted)		AVERAGE ANNUAL EARNINGS - (Per Full-time Employee)	
	1933	1929	1933	1929		1933	1929	1933	1929	1933	1929	1933	1929	1933	1929
UNITED STATES	473,016	491,891	$6,793,010	$10,857,481	-37	100.00	100.00	493,112	468,301	504,530	549,632	$693,851	$757,807	$1,074	$1,284
NEW ENGLAND	38,833	41,068	599,927	989,260	-30	10.30	9.29	37,273	36,736	57,761	55,591	67,397	76,577	1,076	1,255
Connecticut	6,454	6,613	142,286	204,109	-30	2.09	1.88	7,834	7,648	11,386	10,655	14,123	16,228	1,149	1,456
Maine	3,533	3,288	54,884	78,741	-25	.80	.67	3,502	3,036	4,125	3,757	4,113	4,368	926	1,069
Massachusetts	21,299	22,175	391,159	556,921	-30	5.75	5.13	19,475	19,623	32,404	32,302	38,911	42,718	1,102	1,244
New Hampshire	1,961	1,958	36,367	50,623	-30	.55	.47	1,919	1,803	2,682	2,668	3,857	3,279	991	1,167
Rhode Island	3,298	3,844	54,456	84,055	-35	.63	.78	3,082	3,449	5,564	4,532	5,843	6,125	976	1,252
Vermont	1,305	1,201	20,805	31,814	-35	.30	.29	1,361	1,178	1,599	1,557	1,550	1,968	903	1,132
MIDDLE ATLANTIC	142,191	149,137	2,113,593	3,280,505	-36	31.12	30.27	141,010	138,983	151,259	166,141	195,779	245,875	1,207	1,423
New Jersey	27,189	25,544	384,200	595,723	-38	5.66	5.22	27,580	23,511	27,170	29,400	36,795	43,110	1,284	1,507
New York	71,035	75,714	1,165,536	1,778,079	-34	17.16	16.35	69,358	65,809	78,189	86,125	105,838	134,496	1,270	1,511
Pennsylvania	43,984	47,879	563,857	948,703	-40	8.30	8.70	44,072	49,663	45,900	50,616	53,146	68,271	1,057	1,257
EAST NORTH CENTRAL	99,190	98,757	1,435,226	2,561,376	-44	21.13	23.64	102,351	98,815	106,593	133,187	133,257	189,168	1,105	1,356
Illinois	31,648	31,037	465,197	848,471	-45	6.85	7.81	32,192	29,804	35,794	44,874	48,921	69,811	1,251	1,496
Indiana	11,236	11,450	148,939	271,428	-46	2.16	2.50	11,460	11,408	11,280	14,511	12,234	17,909	955	1,160
Michigan	17,174	17,106	264,657	491,868	-46	3.90	4.54	18,143	15,531	20,756	24,060	24,168	34,506	1,045	1,372
Ohio	26,286	27,641	404,150	687,640	-41	5.93	6.33	28,541	25,100	29,129	37,031	33,173	50,103	1,059	1,258
Wisconsin	10,146	9,534	154,274	263,968	-42	2.27	2.44	11,013	9,576	11,570	12,611	13,461	16,829	1,030	1,259
WEST NORTH CENTRAL	32,080	35,379	576,653	915,389	-37	8.47	8.45	44,581	38,819	48,959	48,482	44,332	58,821	930	1,151
Iowa	6,945	6,196	103,741	164,439	-37	1.53	1.58	8,081	6,699	7,240	8,149	7,071	9,395	865	1,077
Kansas	5,826	4,895	80,190	128,995	-38	1.18	1.12	5,815	5,357	6,080	5,958	5,899	7,751	834	1,075
Minnesota	7,500	7,465	122,582	194,913	-37	1.80	1.80	8,544	8,035	8,922	10,057	9,734	12,899	988	1,214
Missouri	12,318	12,037	196,860	275,344	-35	2.59	2.54	13,791	12,207	14,130	15,275	15,347	19,990	986	1,204
Nebraska	3,611	3,195	55,591	87,495	-38	.88	.81	4,207	3,455	4,243	4,397	4,168	5,183	897	1,113
North Dakota	1,435	1,274	19,183	31,008	-38	.28	.29	1,512	1,368	1,170	1,470	1,234	1,558	946	1,066
South Dakota	1,386	1,323	18,446	32,994	-44	.27	.30	1,524	1,500	1,184	1,555	1,089	1,944	825	1,094
SOUTH ATLANTIC	58,996	64,348	616,704	881,338	-30	9.06	8.13	55,378	53,490	47,977	50,754	48,608	56,398	904	1,043
Delaware	1,116	1,214	17,181	24,208	-29	.25	.24	1,031	1,100	1,358	1,478	1,848	1,760	1,047	1,119
District of Columbia	2,465	2,375	31,795	41,868	-24	.91	.75	3,502	2,139	4,161	4,559	5,483	6,578	1,228	1,378
Florida	5,058	5,516	79,025	112,636	-30	1.16	1.04	5,566	5,268	5,744	5,259	5,532	7,104	858	1,033
Georgia	8,585	9,770	78,740	120,335	-35	1.16	1.11	9,127	9,876	6,422	7,793	5,456	6,956	722	829
Maryland	9,647	9,258	117,551	167,862	-30	1.73	1.56	10,031	8,561	8,928	8,870	10,377	10,901	1,047	1,081
North Carolina	7,885	8,168	77,561	116,791	-34	1.14	1.08	8,525	8,419	5,095	5,172	5,564	5,670	791	991
South Carolina	5,247	5,823	42,505	66,352	-27	.63	.54	5,407	5,353	3,548	3,533	2,880	3,134	670	810
Virginia	7,476	7,547	85,428	117,195	-26	1.27	1.08	7,613	7,255	7,556	7,731	7,478	8,177	900	996
West Virginia	4,578	4,407	54,918	80,062	-31	.81	.74	4,975	4,422	4,142	4,857	4,233	5,008	980	1,121
EAST SOUTH CENTRAL	23,392	24,242	230,645	378,310	-39	3.40	3.49	24,777	24,582	17,896	21,917	15,985	22,177	800	968
Alabama	5,858	6,150	57,341	85,702	-33	.79	.79	6,185	6,153	4,632	5,213	3,725	5,244	716	933
Kentucky	5,993	7,156	75,952	120,824	-35	1.13	1.12	7,357	7,100	5,339	6,393	6,434	7,166	908	1,039
Mississippi	4,414	4,885	25,571	57,622	-54	.39	.53	4,886	5,180	2,542	3,454	1,703	2,932	656	811
Tennessee	5,117	5,071	73,702	114,162	-35	1.09	1.03	5,349	5,149	5,556	6,537	5,101	6,815	825	972
WEST SOUTH CENTRAL	34,815	35,727	373,750	515,342	-39	5.50	5.29	32,334	38,511	28,320	33,107	25,094	33,758	812	1,028
Arkansas	3,739	4,219	31,927	54,320	-41	.47	.50	4,268	4,589	2,152	3,049	1,795	2,940	740	915
Louisiana	8,175	8,947	58,553	80,685	-27	.85	.74	8,711	9,686	5,758	5,605	4,275	6,632	692	801
Oklahoma	5,548	5,566	59,927	132,879	-47	1.03	1.23	5,553	8,015	6,075	5,841	4,736	7,944	849	1,110
Texas	17,354	15,895	213,343	348,648	-39	3.14	3.22	19,800	18,350	15,355	19,612	14,288	20,222	854	1,089
MOUNTAIN	10,330	10,385	168,262	285,359	-41	2.48	2.63	11,561	10,898	11,047	14,478	12,636	18,728	1,045	1,236
Arizona	1,170	1,333	18,857	38,555	-51	.28	.35	1,244	1,442	1,184	1,914	1,341	2,536	1,048	1,260
Colorado	3,439	3,453	57,984	93,811	-38	.85	.86	3,805	3,423	4,124	5,047	4,795	5,400	1,093	1,218
Idaho	1,028	947	18,130	28,883	-37	.27	.27	1,217	999	1,009	1,265	1,104	1,682	972	1,268
Montana	1,585	1,480	24,562	44,600	-44	.36	.41	1,815	1,608	1,515	1,978	1,593	2,732	1,009	1,584
Nevada	280	248	5,508	9,445	-31	.10	.09	277	275	362	412	511	685	1,290	1,612
New Mexico	1,081	1,071	11,000	18,758	-41	.15	.17	1,122	1,151	980	1,034	795	1,132	935	1,044
Utah	1,808	1,808	19,488	33,755	-43	.29	.31	1,368	1,405	1,451	1,926	1,557	2,410	1,054	1,140
Wyoming	599	555	11,782	18,162	-35	.17	.17	722	594	686	832	781	1,137	1,048	1,327
PACIFIC	34,165	33,838	580,259	913,349	-37	8.54	8.48	35,847	33,771	36,703	45,975	42,824	55,680	1,160	1,356
California	24,197	23,869	439,078	657,017	-33	6.32	5.06	25,555	23,840	29,038	33,537	38,636	48,108	1,301	1,366
Oregon	3,700	3,829	58,755	98,768	-43	.83	.91	4,311	3,217	3,895	4,835	4,315	5,468	1,010	1,259
Washington	6,269	6,140	94,488	153,564	-42	1.39	1.51	5,971	5,014	5,769	7,483	5,873	11,044	1,031	1,388

TABLE 8 - FOOD GROUP - FULL-TIME EMPLOYEES, BY MONTHS, BY STATES
(For Average Number see Table A)

DIVISION AND STATE	Number of Full-time Employees											
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
UNITED STATES	479,724	480,488	481,563	486,269	491,291	498,861	506,133	516,565	524,272	526,360	529,037	533,791
NEW ENGLAND	55,674	55,700	55,651	55,919	56,557	57,629	58,444	58,970	59,584	59,393	59,688	59,919
Connecticut	10,950	10,971	10,996	11,061	11,229	11,352	11,532	11,641	11,739	11,721	11,717	11,728
Maine	3,895	3,902	3,896	3,915	3,983	4,137	4,350	4,412	4,341	4,247	4,218	4,207
Massachusetts	31,273	31,296	31,262	31,403	31,700	32,330	32,601	32,872	33,368	33,346	33,601	33,792
New Hampshire	2,601	2,607	2,596	2,605	2,638	2,694	2,758	2,752	2,752	2,716	2,729	2,740
Rhode Island	5,425	5,396	5,373	5,393	5,433	5,502	5,567	5,642	5,737	5,717	5,778	5,801
Vermont	1,530	1,528	1,528	1,542	1,574	1,614	1,636	1,651	1,647	1,646	1,645	1,651
MIDDLE ATLANTIC	145,346	145,426	145,802	147,604	148,676	150,476	152,004	153,474	155,284	155,705	156,709	158,602
New Jersey	25,944	25,952	26,118	26,374	26,608	27,299	27,931	28,056	28,140	27,780	27,790	28,072
New York	74,918	74,986	75,126	76,005	76,591	77,369	78,027	78,954	80,403	80,960	81,789	83,158
Pennsylvania	44,484	44,488	44,558	45,225	45,477	45,808	46,046	46,464	46,741	46,985	47,130	47,372
EAST NORTH CENTRAL	103,193	103,373	103,504	104,508	105,850	107,746	109,349	111,598	112,900	113,422	113,537	114,166
Illinois	34,100	34,213	34,257	34,547	34,999	35,553	36,156	36,557	36,926	37,285	37,374	37,564
Indiana	10,711	10,730	10,736	10,812	10,974	11,129	11,261	11,517	11,675	11,799	11,785	11,873
Michigan	19,894	19,901	19,917	20,071	20,322	20,619	20,989	21,367	21,420	21,430	21,431	21,664
Ohio	27,489	27,506	27,543	27,829	28,159	28,780	29,138	30,072	30,671	30,716	30,782	30,860
Wisconsin	10,999	11,023	11,051	11,249	11,396	11,665	11,805	12,085	12,208	12,192	12,165	12,205
WEST NORTH CENTRAL	40,475	40,515	40,743	41,147	41,790	42,535	43,229	44,598	45,070	45,111	45,161	45,267
Iowa	6,777	6,795	6,840	6,933	7,036	7,180	7,321	7,584	7,621	7,619	7,596	7,580
Kansas	5,706	5,701	5,755	5,780	5,874	5,970	6,064	6,328	6,474	6,472	6,421	6,427
Minnesota	8,421	8,432	8,430	8,537	8,699	8,948	9,056	9,266	9,324	9,285	9,322	9,349
Missouri	13,471	13,490	13,566	13,680	13,797	13,896	14,083	14,408	14,615	14,747	14,870	14,940
Nebraska	3,944	3,945	3,976	4,006	4,096	4,176	4,244	4,490	4,523	4,511	4,498	4,510
North Dakota	1,071	1,065	1,068	1,095	1,148	1,190	1,236	1,265	1,252	1,224	1,207	1,206
South Dakota	1,085	1,087	1,108	1,116	1,140	1,175	1,225	1,257	1,261	1,253	1,247	1,255
SOUTH ATLANTIC	45,814	45,879	46,095	46,169	46,298	46,935	47,563	48,607	49,631	50,254	50,894	51,607
Delaware	1,312	1,275	1,320	1,329	1,339	1,349	1,354	1,381	1,380	1,407	1,415	1,419
District of Columbia	4,064	4,067	4,086	4,069	4,102	4,126	4,149	4,175	4,242	4,247	4,290	4,317
Florida	5,689	5,731	5,682	5,541	5,291	5,416	5,429	5,679	5,826	6,012	6,269	6,607
Georgia	6,041	6,067	6,095	6,121	6,194	6,257	6,361	6,580	6,704	6,808	6,882	6,957
Maryland	8,705	8,678	8,665	8,699	8,786	8,858	8,942	9,087	9,150	9,151	9,188	9,232
North Carolina	5,657	5,653	5,708	5,710	5,802	5,926	6,079	6,220	6,408	6,533	6,656	6,797
South Carolina	3,346	3,371	3,405	3,454	3,444	3,466	3,515	3,589	3,668	3,730	3,778	3,811
Virginia	7,101	7,126	7,206	7,264	7,315	7,448	7,568	7,663	7,884	7,986	8,045	8,098
West Virginia	3,899	3,911	3,928	3,982	4,025	4,089	4,156	4,233	4,369	4,380	4,371	4,369
EAST SOUTH CENTRAL	16,924	16,997	17,007	17,195	17,311	17,494	17,752	18,210	18,700	18,856	19,083	19,220
Alabama	4,350	4,365	4,377	4,415	4,443	4,493	4,560	4,704	4,841	4,922	5,023	5,087
Kentucky	5,123	5,145	5,115	5,198	5,229	5,292	5,328	5,436	5,551	5,590	5,640	5,663
Mississippi	2,198	2,202	2,221	2,239	2,273	2,304	2,346	2,390	2,463	2,482	2,529	2,542
Tennessee	5,253	5,285	5,294	5,343	5,366	5,405	5,518	5,680	5,845	5,862	5,891	5,928
WEST SOUTH CENTRAL	26,225	26,376	26,524	26,743	27,021	27,332	27,848	29,116	30,229	30,553	30,671	31,198
Arkansas	1,987	1,998	2,018	2,043	2,068	2,081	2,109	2,187	2,290	2,329	2,352	2,366
Louisiana	5,395	5,467	5,482	5,511	5,541	5,615	5,688	5,783	6,015	6,086	6,120	6,162
Oklahoma	4,618	4,632	4,649	4,710	4,768	4,836	4,934	5,282	5,575	5,604	5,624	5,661
Texas	14,235	14,279	14,375	14,479	14,644	14,800	15,117	15,864	16,349	16,534	16,575	17,009
MOUNTAIN	10,216	10,206	10,253	10,420	10,624	10,892	11,225	11,681	11,735	11,744	11,748	11,812
Arizona	1,054	1,039	1,043	1,046	1,061	1,071	1,125	1,183	1,198	1,207	1,219	1,238
Colorado	3,838	3,854	3,862	3,916	3,958	4,060	4,161	4,363	4,355	4,353	4,365	4,410
Idaho	888	889	895	909	939	974	1,048	1,103	1,113	1,110	1,121	1,118
Montana	1,412	1,401	1,403	1,429	1,473	1,519	1,555	1,595	1,598	1,598	1,598	1,595
Nevada	339	342	341	345	345	355	360	371	374	379	373	381
New Mexico	718	722	726	741	749	771	783	816	831	835	833	830
Utah	1,331	1,323	1,346	1,379	1,428	1,455	1,495	1,527	1,539	1,543	1,521	1,524
Wyoming	636	636	637	652	671	687	698	723	727	719	718	716
PACIFIC	35,857	36,016	35,984	36,564	37,164	37,822	38,719	40,311	41,139	41,322	41,546	42,000
California	26,810	26,984	26,954	27,364	27,828	28,273	28,938	30,213	30,925	31,052	31,376	31,726
Oregon	3,632	3,617	3,602	3,691	3,752	3,823	3,939	4,106	4,182	4,171	4,090	4,161
Washington	5,415	5,415	5,428	5,509	5,584	5,726	5,842	5,992	6,032	6,099	6,080	6,113

TABLE C - FOOD GROUP - PART-TIME EMPLOYEES, BY MONTHS, BY STATES

DIVISION AND STATE	Number of Part-time Employees											
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
UNITED STATES	163,418	164,812	165,863	169,645	172,471	175,454	179,266	183,741	188,493	189,477	192,310	196,514
NEW ENGLAND	14,818	14,890	14,934	15,023	15,441	15,802	15,991	16,297	16,481	16,472	16,708	17,002
Connecticut	2,777	2,791	2,808	2,820	2,896	2,985	3,018	3,049	3,108	3,120	3,150	3,215
Maine	752	739	748	774	804	878	930	936	936	897	876	893
Massachusetts	9,301	9,376	9,390	9,420	9,668	9,791	9,838	10,051	10,191	10,224	10,456	10,629
New Hampshire	550	551	554	555	567	588	611	653	651	667	653	665
Rhode Island	1,146	1,140	1,136	1,161	1,191	1,217	1,229	1,241	1,237	1,233	1,234	1,253
Vermont	292	293	298	293	315	343	365	367	358	331	339	347
MIDDLE ATLANTIC	39,721	39,903	40,001	40,952	41,364	41,931	42,399	43,238	43,331	43,346	43,800	44,692
New Jersey	7,466	7,510	7,534	7,663	7,772	7,965	8,105	8,288	8,442	8,343	8,405	8,562
New York	17,255	17,336	17,422	17,900	18,071	18,363	18,583	18,924	19,093	19,086	19,313	19,767
Pennsylvania	15,000	15,057	15,045	15,389	15,521	15,603	15,711	16,026	15,796	15,917	16,082	16,363
EAST NORTH CENTRAL	41,935	42,558	42,678	43,836	44,382	44,999	45,774	46,477	48,021	48,266	48,786	49,448
Illinois	11,380	11,744	11,688	12,190	12,336	12,384	12,434	12,692	13,167	13,521	13,583	13,754
Indiana	5,308	5,323	5,346	5,441	5,559	5,641	5,755	5,866	6,078	6,104	6,197	6,308
Michigan	7,592	7,640	7,656	7,808	7,950	8,122	8,324	8,338	8,530	8,490	8,683	8,872
Ohio	13,324	13,452	13,552	13,875	13,929	14,095	14,337	14,653	15,222	15,184	15,312	15,383
Wisconsin	4,331	4,399	4,436	4,522	4,608	4,757	4,924	4,928	5,024	4,967	5,011	5,131
WEST NORTH CENTRAL	14,575	14,720	14,946	15,461	15,802	16,346	16,930	17,412	17,879	17,614	17,856	18,371
Iowa	3,009	3,022	3,097	3,166	3,280	3,429	3,527	3,557	3,609	3,530	3,527	3,607
Kansas	2,401	2,471	2,473	2,559	2,621	2,721	2,835	2,912	3,018	2,975	3,002	3,096
Minnesota	2,717	2,734	2,777	2,926	2,934	3,062	3,193	3,332	3,300	3,230	3,295	3,397
Missouri	4,471	4,497	4,586	4,674	4,751	4,818	4,971	5,031	5,427	5,444	5,597	5,730
Nebraska	1,318	1,331	1,353	1,409	1,454	1,523	1,559	1,715	1,665	1,654	1,626	1,693
North Dakota	301	308	298	328	351	363	386	402	402	372	391	405
South Dakota	358	357	362	399	411	430	459	463	458	409	418	443
SOUTH ATLANTIC	21,485	21,634	21,759	22,043	22,395	22,519	22,980	23,766	24,729	25,217	25,691	26,453
Delaware	506	511	505	513	523	538	539	538	516	551	528	534
District of Columbia	1,157	1,181	1,165	1,164	1,165	1,172	1,176	1,179	1,203	1,227	1,249	1,277
Florida	3,290	3,311	3,292	3,257	3,219	3,216	3,258	3,413	3,557	3,677	3,844	3,981
Georgia	3,402	3,391	3,425	3,579	3,615	3,644	3,731	3,925	4,272	4,357	4,419	4,554
Maryland	3,583	3,609	3,633	3,649	3,766	3,715	3,815	3,884	3,894	3,911	3,947	4,010
North Carolina	3,241	3,276	3,317	3,346	3,464	3,507	3,636	3,747	3,899	3,993	4,151	4,345
South Carolina	1,919	1,944	1,963	2,011	2,015	2,050	2,092	2,171	2,328	2,403	2,452	2,540
Virginia	2,909	2,922	2,960	2,994	3,032	3,050	3,084	3,215	3,346	3,368	3,368	3,428
West Virginia	1,478	1,489	1,499	1,530	1,596	1,627	1,649	1,694	1,714	1,730	1,733	1,784
EAST SOUTH CENTRAL	7,319	7,335	7,429	7,531	7,650	7,746	7,946	8,145	8,375	8,532	8,723	8,970
Alabama	2,265	2,280	2,295	2,319	2,330	2,357	2,407	2,501	2,571	2,657	2,736	2,838
Kentucky	2,182	2,158	2,184	2,204	2,263	2,299	2,336	2,368	2,452	2,459	2,522	2,489
Mississippi	728	749	767	791	775	792	811	846	912	958	979	1,048
Tennessee	2,144	2,148	2,183	2,217	2,282	2,298	2,392	2,430	2,440	2,458	2,486	2,595
WEST SOUTH CENTRAL	8,744	8,849	8,966	9,198	9,359	9,464	9,783	10,288	11,164	11,634	11,956	12,205
Arkansas	752	754	775	809	823	818	842	854	987	1,023	1,057	1,111
Louisiana	1,190	1,217	1,229	1,266	1,268	1,281	1,319	1,448	1,555	1,570	1,600	1,626
Oklahoma	1,721	1,738	1,760	1,783	1,843	1,872	1,949	2,006	2,210	2,292	2,389	2,438
Texas	5,081	5,140	5,202	5,340	5,425	5,493	5,673	5,980	6,412	6,749	6,910	7,030
MOUNTAIN	3,389	3,410	3,487	3,656	3,837	4,042	4,219	4,420	4,641	4,587	4,687	4,822
Arizona	461	472	456	505	522	513	543	564	623	687	773	773
Colorado	1,183	1,187	1,217	1,287	1,345	1,431	1,478	1,639	1,700	1,634	1,642	1,727
Idaho	369	364	384	382	418	449	477	472	507	521	516	505
Montana	427	413	434	451	458	485	515	498	527	500	514	533
Nevada	127	154	156	151	147	164	173	169	166	148	145	151
New Mexico	212	210	217	234	241	250	259	264	283	290	279	287
Utah	459	457	467	479	526	559	574	587	610	585	602	618
Wyoming	151	153	156	167	180	191	200	227	225	222	216	228
PACIFIC	11,432	11,513	11,663	11,945	12,241	12,605	13,244	13,698	13,872	13,809	14,103	14,551
California	8,156	8,207	8,332	8,515	8,736	8,943	9,477	9,906	9,980	9,966	10,235	10,620
Oregon	1,072	1,072	1,092	1,120	1,157	1,210	1,270	1,282	1,332	1,334	1,285	1,336
Washington	2,204	2,234	2,239	2,310	2,348	2,452	2,497	2,510	2,560	2,509	2,583	2,595

TABLE 1 - COMBINATION STORES (Groceries and Meats) - COMPARISON BY STATES: 1933 and 1929

Stores, Sales, Employment and Payroll

DIVISION AND STATE	NUMBER OF STORES		NET SALES					PROPRIETORS		FULL-TIME EMPLOYEES (Average Number)		TOTAL PAYROLL (Full-time and Part-time) (000 Omitted)		AVERAGE ANNUAL EARNINGS - (Per Full-time Employee)	
			Amount (000 Omitted)	Amount (000 Omitted)	Percent of Change	Percent of U.S. Total									
	1933	1929	1933	1929		1933	1929	1933	1929	1933	1929	1933	1929	1933	1929
UNITED STATES	140,372	115,549	$3,201,042	$3,903,662	-18	100.00	100.00	142,881	113,286	221,225	193,726	$253,174	$354,264	$1,036	$1,850
NEW ENGLAND	12,816	11,400	353,185	444,640	-21	11.03	11.39	12,982	11,210	27,531	23,715	31,604	38,842	1,048	1,678
Connecticut	2,773	2,180	69,996	77,230	- 9	2.19	1.98	2,703	2,183	5,159	3,755	6,339	5,704	1,125	1,438
Maine	1,189	990	27,926	34,665	-19	.87	.89	1,378	1,057	2,000	1,724	2,022	2,052	934	1,140
Massachusetts	8,549	6,090	193,201	251,771	-23	6.04	6.45	6,463	5,693	15,098	13,916	17,916	18,749	1,074	1,261
New Hampshire	748	626	19,547	23,384	-16	.61	.60	810	684	1,429	1,194	1,512	1,493	985	1,192
Rhode Island	1,141	1,167	31,184	44,506	-30	.97	1.14	1,155	1,202	2,972	2,445	2,959	3,402	930	1,305
Vermont	416	347	11,331	13,084	-13	.35	.33	473	391	873	680	856	842	916	1,189
MIDDLE ATLANTIC	29,250	20,374	743,377	722,715	+ 3	23.22	18.51	25,269	17,680	52,706	36,017	65,885	51,516	1,154	1,366
New Jersey	5,398	3,529	127,083	120,298	+ 6	3.97	3.08	5,022	3,144	8,336	5,531	10,657	8,328	1,182	1,430
New York	10,017	7,007	324,334	285,097	+14	10.13	7.30	7,459	5,357	22,343	13,634	30,319	21,210	1,261	1,496
Pennsylvania	13,835	9,738	291,960	317,320	- 8	9.12	8.13	12,788	8,979	21,977	16,852	24,909	21,977	1,034	1,240
EAST NORTH CENTRAL	36,779	28,485	736,775	969,684	-24	23.02	24.84	38,688	28,470	47,017	44,436	54,392	59,924	1,005	1,286
Illinois	9,755	7,071	205,126	234,058	-12	6.41	6.00	9,748	7,648	13,935	11,197	16,233	14,994	1,020	1,292
Indiana	6,092	5,249	95,472	147,053	-35	2.98	3.77	6,880	5,525	6,481	6,928	6,849	8,448	916	1,154
Michigan	6,884	5,514	138,042	208,563	-34	4.32	5.34	7,454	5,152	8,770	9,152	10,078	12,711	994	1,331
Ohio	10,688	8,712	231,154	306,525	-25	7.22	7.85	10,893	8,079	13,967	14,298	16,950	19,852	1,051	1,317
Wisconsin	3,360	1,939	66,981	73,485	- 9	2.09	1.88	3,713	2,066	3,864	2,863	4,282	3,919	955	1,286
WEST NORTH CENTRAL	15,747	13,102	343,738	453,724	-21	10.74	11.62	17,957	13,865	23,826	22,690	25,359	28,496	961	1,199
Iowa	2,803	2,114	59,370	75,525	-22	1.85	1.94	3,377	2,350	3,696	3,530	3,704	4,270	893	1,144
Kansas	2,909	2,498	57,840	83,709	-31	1.81	2.14	3,409	2,774	4,050	4,298	4,020	5,078	891	1,118
Minnesota	1,775	1,106	47,738	52,364	- 9	1.49	1.34	2,060	1,220	3,407	2,660	3,839	3,691	1,034	1,334
Missouri	5,825	5,332	125,711	170,099	-26	3.93	4.36	6,301	5,239	9,379	8,971	10,229	11,449	983	1,286
Nebraska	1,502	1,243	34,258	46,489	-26	1.07	1.19	1,732	1,359	2,179	2,113	2,323	2,630	983	1,187
North Dakota	411	392	8,327	12,009	-31	.26	.31	473	439	465	493	618	615	1,183	1,183
South Dakota	522	397	10,494	13,428	-22	.33	.34	605	484	650	625	686	762	878	1,144
SOUTH ATLANTIC	17,285	15,936	343,911	400,727	-14	10.74	10.27	17,944	15,855	24,385	21,243	25,115	24,098	915	1,066
Delaware	456	414	9,996	10,663	- 6	.31	.27	407	393	678	498	740	568	991	1,060
District of Columbia	1,215	1,031	39,836	39,023	+ 2	1.24	1.00	1,119	944	2,514	1,808	2,992	2,583	1,210	1,360
Florida	2,196	1,967	52,869	58,273	- 9	1.65	1.49	2,312	1,963	3,548	2,910	3,688	3,672	903	1,186
Georgia	2,492	2,591	42,778	56,763	-25	1.34	1.46	2,683	2,546	3,359	3,765	3,177	3,398	757	892
Maryland	3,357	2,817	62,365	70,170	-11	1.95	1.80	3,359	2,582	3,748	3,001	4,320	3,592	1,026	1,184
North Carolina	2,399	2,324	40,361	55,081	-27	1.26	1.41	2,629	2,500	3,237	2,828	2,978	3,192	806	1,039
South Carolina	1,063	997	16,278	17,437	- 7	.51	.45	1,134	1,064	1,422	1,123	1,183	1,082	733	871
Virginia	2,499	2,254	47,691	51,794	- 8	1.49	1.33	2,553	2,242	3,743	3,232	3,804	3,332	922	980
West Virginia	1,598	1,541	31,537	41,523	-24	.99	1.06	1,748	1,621	2,136	2,098	2,233	2,479	933	1,147
EAST SOUTH CENTRAL	7,286	7,841	131,285	201,382	-35	4.10	5.16	7,561	7,711	9,802	11,193	9,096	11,951	836	1,020
Alabama	1,629	1,857	27,434	45,194	-39	.86	1.16	1,707	1,769	2,241	2,530	1,931	2,851	759	1,068
Kentucky	2,489	2,636	46,461	65,665	-29	1.45	1.68	2,699	2,590	3,160	3,357	3,173	3,622	907	1,034
Mississippi	1,062	888	13,766	23,097	-40	.43	.59	1,196	991	1,239	1,303	964	1,264	721	933
Tennessee	2,106	2,460	43,624	67,426	-35	1.36	1.73	2,079	2,361	3,162	4,003	3,028	4,214	863	1,006
WEST SOUTH CENTRAL	10,680	10,048	220,199	323,816	-32	6.88	8.30	12,121	10,535	15,699	16,313	15,133	19,404	891	1,137
Arkansas	1,275	1,338	20,751	31,301	-34	.65	.80	1,467	1,476	1,449	1,757	1,291	1,798	796	973
Louisiana	1,199	1,204	21,066	27,175	-22	.66	.70	1,183	1,147	1,855	1,712	1,578	1,692	803	962
Oklahoma	2,461	2,661	51,268	88,371	-42	1.60	2.26	2,911	2,696	3,721	4,536	3,650	5,465	898	1,159
Texas	5,745	4,845	127,114	176,969	-28	3.97	4.54	6,560	5,216	8,674	8,308	8,614	10,449	922	1,196
MOUNTAIN	3,599	3,059	101,062	131,595	-23	3.16	3.37	3,830	3,196	6,099	5,984	7,517	8,141	1,123	1,310
Arizona	552	532	13,922	22,531	-38	.44	.58	558	551	839	992	1,025	1,342	1,042	1,303
Colorado	1,447	1,231	40,597	49,646	-18	1.27	1.27	1,529	1,293	2,625	2,401	3,199	3,158	1,135	1,265
Idaho	286	233	7,442	9,444	-21	.23	.24	341	236	377	352	428	488	1,037	1,327
Montana	312	262	9,032	12,725	-29	.29	.33	368	291	494	552	632	796	1,134	1,385
Nevada	75	43	3,937	3,296	+19	.12	.08	66	46	191	129	311	238	1,497	1,806
New Mexico	258	222	6,160	8,595	-28	.19	.22	265	240	426	426	485	494	1,070	1,116
Utah	452	374	13,163	17,805	-26	.41	.46	457	366	765	827	979	1,167	1,153	1,355
Wyoming	217	162	6,789	7,553	-	.21	.19	246	173	382	305	458	458	1,128	1,443
PACIFIC	6,930	5,304	227,510	255,379	-10	7.11	6.54	6,509	4,764	14,157	12,133	18,493	18,493	1,251	1,466
California	5,189	4,067	178,232	201,088	-11	5.57	5.15	4,530	3,570	11,075	9,628	15,391	14,695	1,294	1,472
Oregon	753	434	20,317	20,432	- 1	.64	.52	879	439	1,286	953	1,493	1,421	1,082	1,423
Washington	988	803	28,961	33,859	-14	.90	.87	1,100	755	1,796	1,552	2,187	2,377	1,165	1,457

TABLE 8 - GROCERY STORES (without Meats) - COMPARISON BY STATES: 1935 and 1929

Stores, Sales, Employment and Payrolls

DIVISION AND STATE	NUMBER OF STORES		NET SALES					PROPRIETORS		FULL-TIME EMPLOYEES (Average Number)		TOTAL PAYROLL (Full-time and Part-time) (000 Omitted)		AVERAGE ANNUAL EARNINGS - (Per Full-time Employee)	
			Amount (000 Omitted)	Amount (000 Omitted)	Percent of Change	Percent of U.S. Total									
	1935	1929	1935	1929		1935	1929	1935	1929	1935	1929	1935	1929	1935	1929
UNITED STATES	165,538	191,876	$1,803,842	$3,449,189	-48	100.00	100.00	161,216	171,991	99,012	145,413	$113,690	$183,489	$1,019	$1,197
NEW ENGLAND	13,553	16,124	186,734	310,968	-40	10.30	9.02	9,761	11,292	13,010	14,050	14,498	19,868	1,037	1,288
Connecticut	3,096	3,797	40,625	74,255	-45	2.25	2.16	2,389	2,766	2,769	3,371	3,246	5,204	1,088	1,480
Maine	1,818	1,367	17,181	24,673	-30	.96	.71	954	1,013	1,173	978	1,163	1,177	967	1,130
Massachusetts	6,976	8,012	98,736	158,035	-38	5.48	4.58	4,782	5,461	6,933	7,382	7,861	9,963	1,043	1,259
New Hampshire	709	788	10,440	17,867	-40	.58	.50	533	512	676	765	732	969	1,028	1,207
Rhode Island	1,068	1,632	12,593	24,826	-49	.70	.72	767	1,178	1,053	914	1,094	1,352	973	1,387
Vermont	487	628	6,159	12,012	-49	.34	.35	426	408	386	309	396	604	977	1,159
MIDDLE ATLANTIC	44,498	56,084	566,384	1,081,723	-48	31.41	31.36	40,925	46,142	28,357	42,670	36,894	61,074	1,183	1,364
New Jersey	8,647	9,792	108,036	192,433	-44	5.99	5.58	7,363	7,372	5,473	7,611	7,821	11,901	1,310	1,476
New York	21,595	25,342	327,048	574,849	-43	18.14	16.66	19,467	21,026	15,658	21,386	20,092	31,747	1,167	1,415
Pennsylvania	14,256	20,950	131,300	314,441	-58	7.28	9.12	14,093	17,744	7,226	13,933	8,981	17,426	1,122	1,192
EAST NORTH CENTRAL	25,541	31,498	333,034	762,993	-56	18.56	22.12	24,430	25,338	18,989	33,741	23,317	42,308	1,067	1,166
Illinois	8,660	10,178	113,828	274,633	-59	6.31	7.96	8,082	7,869	6,188	11,993	7,730	14,736	1,094	1,130
Indiana	2,729	3,366	29,747	67,549	-56	1.66	1.96	2,734	2,800	1,782	3,174	2,140	3,782	1,018	1,103
Michigan	4,837	6,791	69,628	153,904	-55	3.86	4.46	4,389	4,226	4,814	6,824	5,198	9,289	1,099	1,288
Ohio	6,166	8,166	78,739	174,971	-55	4.37	5.07	5,986	6,679	4,396	8,593	5,786	10,385	1,076	1,178
Wisconsin	3,159	3,991	43,092	91,934	-53	2.39	2.67	3,239	3,758	2,209	3,457	2,463	4,117	952	1,078
WEST NORTH CENTRAL	11,263	11,967	133,687	245,981	-46	7.41	7.13	12,646	12,218	7,275	10,609	7,822	11,559	869	1,043
Iowa	2,019	2,161	28,822	52,879	-46	1.60	1.54	2,218	2,152	1,684	2,261	1,741	2,498	898	1,012
Kansas	1,194	1,296	12,804	27,225	-53	.71	.79	1,331	1,344	799	1,184	760	1,374	844	1,073
Minnesota	3,362	3,376	43,808	76,998	-43	2.43	2.23	3,836	3,728	2,088	2,946	2,137	3,364	888	1,030
Missouri	2,880	3,238	23,206	45,836	-49	1.28	1.33	3,269	3,278	1,356	2,030	1,287	2,269	832	1,054
Nebraska	888	881	12,378	21,818	-43	.69	.63	1,028	880	713	951	690	1,072	859	1,046
North Dakota	488	394	7,394	10,485	-29	.41	.30	526	381	352	400	343	463	869	1,077
South Dakota	452	435	5,875	10,740	-51	.89	.31	438	435	882	437	264	589	826	1,117
SOUTH ATLANTIC	22,504	25,958	166,519	283,210	-41	9.24	8.22	22,638	24,763	9,793	13,091	10,109	14,336	889	1,002
Delaware	393	403	2,665	7,707	-66	.15	.22	260	318	140	384	169	462	1,079	1,099
District of Columbia	420	479	8,539	13,680	-37	.47	.40	846	856	493	622	690	946	1,293	1,447
Florida	2,157	2,843	16,470	36,417	-55	.91	1.06	2,301	2,764	828	1,504	893	1,706	906	1,033
Georgia	4,643	6,053	28,853	48,780	-41	1.60	1.42	4,866	6,149	1,740	2,581	1,573	2,205	741	787
Maryland	2,180	2,148	18,188	29,207	-38	1.01	.85	2,174	1,858	1,026	1,300	1,191	1,604	1,021	1,140
North Carolina	4,286	4,904	30,596	47,916	-36	1.70	1.39	4,319	4,895	1,844	2,042	1,829	2,282	833	1,000
South Carolina	3,418	3,703	22,185	34,317	-33	1.23	.99	3,443	3,676	1,405	1,701	1,216	1,522	730	803
Virginia	3,382	3,591	23,246	40,317	-42	1.29	1.17	3,212	3,193	1,491	1,927	1,562	2,270	985	1,088
West Virginia	1,785	1,832	13,758	24,869	-37	.88	.72	1,817	1,660	824	1,090	1,006	1,339	1,091	1,163
EAST SOUTH CENTRAL	12,597	13,001	76,976	121,177	-36	4.27	3.60	13,221	13,259	4,741	5,468	4,120	5,146	767	874
Alabama	3,469	3,534	21,478	29,775	-28	1.19	.86	3,332	3,599	1,630	1,395	1,308	1,293	781	852
Kentucky	3,059	3,083	21,380	32,286	-34	1.19	.93	3,128	2,990	1,057	1,403	1,176	1,652	935	1,041
Mississippi	2,817	3,459	11,038	28,672	-62	.61	.83	3,104	3,634	739	1,355	612	1,087	601	712
Tennessee	3,292	2,925	23,091	30,504	-24	1.28	.88	3,457	3,036	1,315	1,307	1,130	1,278	731	887
WEST SOUTH CENTRAL	16,859	17,749	110,306	199,085	-45	6.12	5.77	19,060	19,366	6,190	7,734	4,987	7,556	716	911
Arkansas	2,028	2,414	9,177	17,956	-49	.51	.52	2,305	2,598	427	698	313	680	665	828
Louisiana	4,798	4,886	23,808	34,396	-23	1.43	1.00	3,210	3,388	1,819	1,664	1,249	1,342	633	776
Oklahoma	2,121	2,153	13,382	29,291	-54	.75	.86	2,819	2,370	739	1,040	609	1,134	740	911
Texas	7,912	8,298	61,799	117,242	-47	3.43	3.40	9,026	9,010	3,203	4,332	2,816	4,460	770	956
MOUNTAIN	3,721	4,411	41,736	91,576	-54	2.31	2.66	4,161	4,489	2,016	3,399	2,244	4,472	1,011	1,248
Arizona	422	559	3,326	8,792	-62	.18	.25	460	611	147	380	176	383	1,054	1,148
Colorado	946	1,226	8,605	24,309	-65	.48	.70	1,069	1,144	473	893	522	1,196	1,013	1,266
Idaho	403	395	7,856	12,591	-38	.44	.37	447	392	347	438	410	618	1,038	1,328
Montana	720	736	11,104	20,173	-45	.61	.58	773	761	502	717	563	960	1,038	1,276
Nevada	88	117	1,208	3,673	-67	.07	.11	91	132	44	142	58	240	1,136	1,631
New Mexico	577	678	3,311	6,983	-53	.18	.20	635	720	153	272	132	302	771	1,044
Utah	374	477	2,912	8,318	-65	.16	.25	454	513	205	369	215	440	961	1,107
Wyoming	191	223	3,414	6,736	-49	.19	.20	332	216	143	254	168	340	1,056	1,318
PACIFIC	13,002	13,090	186,867	356,417	-47	10.36	10.22	14,374	15,130	8,643	13,037	10,203	17,720	989	1,232
California	8,553	10,337	123,253	236,410	-49	6.83	6.91	9,542	10,516	5,597	8,858	6,709	11,978	969	1,275
Oregon	1,337	1,877	23,114	43,192	-49	1.28	1.31	1,719	1,822	1,210	1,805	1,306	2,373	989	1,224
Washington	2,912	2,876	40,500	68,815	-41	2.25	2.00	3,113	2,793	1,836	2,394	2,190	3,369	1,050	1,294

TABLE 5 - MEAT MARKETS - COMPARISON BY STATES: 1933 and 1929

Stores, Sales, Employment and Payrolls

DIVISION AND STATE	NUMBER OF STORES		NET SALES					PROPRIETORS		FULL-TIME EMPLOYEES (Average Number)		TOTAL PAYROLL (Full-time and Part-time) (000 Omitted)		AVERAGE ANNUAL EARNINGS - (Per Full-time Employee)	
			Amount (000 Omitted)	Amount (000 Omitted)	Percent of Change	Percent of U.S. Total									
	1933	1929	1933	1929		1933	1929	1933	1929	1933	1929	1933	1929	1933	1929
UNITED STATES	38,344	49,865	$491,866	$1,336,958	-63	100.00	100.00	42,156	45,248	35,036	61,520	$44,155	$93,398	$1,133	$1,440
NEW ENGLAND	1,850	2,765	21,610	67,154	-68	4.39	5.02	2,001	2,082	1,674	3,514	2,116	5,136	1,170	1,575
Connecticut	439	725	5,172	19,322	-73	1.05	1.44	460	574	369	923	500	1,478	1,605	1,626
Maine	173	166	1,458	2,961	-51	.29	.22	190	105	108	171	125	216	1,000	1,176
Massachusetts	986	1,486	12,421	37,367	-67	2.53	2.79	1,076	1,106	903	1,972	1,871	2,891	1,212	1,366
New Hampshire	57	114	866	2,795	-69	.18	.21	62	86	70	167	81	206	1,059	1,181
Rhode Island	136	181	1,301	3,158	-59	.26	.24	149	109	97	169	116	243	1,041	1,217
Vermont	59	93	412	1,567	-74	.08	.12	64	102	27	93	24	100	778	1,037
MIDDLE ATLANTIC	15,856	18,838	216,235	527,758	-59	43.96	39.48	16,520	17,551	14,238	25,015	18,864	36,919	1,219	1,551
New Jersey	3,546	3,514	36,968	96,618	-61	7.52	7.16	2,744	2,831	3,586	4,395	3,833	7,061	1,139	1,654
New York	10,061	11,697	151,606	534,721	-55	30.82	25.04	10,916	10,205	9,570	15,984	13,074	23,511	1,271	1,617
Pennsylvania	2,661	4,827	27,661	97,413	-72	5.62	7.28	2,858	4,515	3,102	4,637	2,547	6,547	1,087	1,348
EAST NORTH CENTRAL	7,014	10,502	102,139	337,824	-70	20.77	25.28	8,154	9,904	7,098	13,739	9,344	22,473	1,147	1,664
Illinois	3,068	3,965	42,293	131,914	-68	8.60	9.87	3,357	3,500	2,760	5,248	3,967	9,386	1,377	1,751
Indiana	449	741	6,666	23,661	-72	1.35	1.77	608	715	587	1,161	638	1,667	970	1,289
Michigan	1,098	1,814	13,277	61,005	-78	2.70	4.56	1,245	1,730	994	2,367	1,169	3,946	995	1,579
Ohio	2,000	2,570	26,066	73,209	-64	5.30	5.47	2,159	2,489	1,706	3,996	2,314	4,697	1,154	1,475
Wisconsin	399	1,412	14,847	47,857	-71	2.82	3.58	975	1,472	1,071	1,983	1,552	2,877	1,037	1,395
WEST NORTH CENTRAL	2,393	3,484	26,319	93,909	-72	5.35	7.03	2,746	3,877	1,867	3,850	2,032	5,077	969	1,845
Iowa	503	722	5,507	18,535	-70	1.12	1.39	556	811	404	768	432	984	941	1,812
Kansas	251	311	2,043	7,878	-74	.41	.59	280	360	135	330	131	392	822	1,109
Minnesota	736	1,109	10,811	34,221	-68	2.20	2.56	831	1,286	745	1,402	874	1,926	1,044	1,297
Missouri	360	566	3,307	13,498	-76	.67	1.01	415	550	236	618	257	805	979	1,236
Nebraska	299	393	2,693	10,804	-74	.55	.76	346	456	192	368	203	469	938	1,188
North Dakota	164	122	1,261	4,609	-73	.26	.36	191	217	95	175	94	240	914	1,329
South Dakota	110	191	698	4,907	-86	.14	.37	127	217	58	191	41	261	675	1,285
SOUTH ATLANTIC	5,126	5,644	27,030	66,493	-59	5.50	4.97	5,487	2,769	2,600	4,686	2,577	4,716	804	975
Delaware	85	109	1,177	2,969	-60	.24	.22	90	89	97	153	109	211	969	1,285
District of Columbia	162	208	2,406	7,527	-68	.49	.56	168	161	160	336	196	532	1,125	1,497
Florida	539	582	2,941	8,135	-64	.60	.61	604	282	289	582	258	555	730	891
Georgia	451	519	5,095	9,985	-56	.63	.58	475	455	404	684	275	535	614	740
Maryland	706	820	7,816	16,978	-54	1.59	1.27	983	648	545	894	654	1,033	969	1,076
North Carolina	415	463	2,924	7,608	-65	.60	.59	465	369	344	851	278	694	692	887
South Carolina	394	509	1,794	3,268	-45	.36	.24	321	286	258	547	190	275	659	740
Virginia	583	504	3,540	8,867	-59	.74	.66	430	340	400	668	365	680	813	900
West Virginia	124	141	1,237	3,967	-69	.25	.30	155	137	105	312	108	305	953	1,369
EAST SOUTH CENTRAL	966	1,219	7,358	23,840	-68	1.49	1.71	1,081	1,116	802	1,736	683	1,896	769	955
Alabama	372	318	1,581	5,983	-60	.32	.30	321	284	300	437	134	337	660	725
Kentucky	348	299	2,605	8,977	-71	.51	.64	270	265	205	457	227	553	1,030	1,213
Mississippi	221	298	727	3,359	-78	.15	.24	248	258	120	380	76	296	558	732
Tennessee	284	304	2,527	7,022	-64	.51	.53	242	311	280	478	246	510	821	1,055
WEST SOUTH CENTRAL	2,329	2,619	14,747	41,182	-64	3.00	3.08	2,580	2,702	1,719	2,994	1,309	2,937	695	938
Arkansas	99	146	506	1,706	-70	.10	.13	180	140	57	151	40	120	632	749
Louisiana	796	870	4,900	8,689	-44	1.00	.65	887	823	697	853	461	625	598	709
Oklahoma	149	225	980	6,057	-84	.20	.46	186	260	82	285	78	360	780	1,816
Texas	1,180	1,375	8,361	24,730	-64	1.70	1.85	1,364	1,479	883	1,708	736	1,832	767	1,018
MOUNTAIN	604	826	8,658	27,969	-69	1.76	2.09	715	797	638	1,275	824	3,010	1,154	1,518
Arizona	40	51	754	2,515	-70	.15	.19	37	62	45	99	75	162	1,553	1,106
Colorado	155	250	2,390	6,714	-64	.48	.50	180	194	150	298	210	485	1,360	1,360
Idaho	114	130	1,601	4,487	-64	.33	.33	152	138	124	226	143	340	1,056	1,444
Montana	163	182	2,163	6,968	-69	.44	.52	191	214	197	289	230	484	1,050	1,597
Nevada	28	37	371	1,594	-64	.12	.12	26	36	41	59	56	105	1,317	1,758
New Mexico	36	51	350	1,320	-81	.06	.10	42	52	13	91	12	108	769	1,128
Utah	43	77	492	2,638	-81	.10	.20	47	49	55	130	97	204	1,171	1,515
Wyoming	37	48	437	1,733	-75	.09	.13	40	52	33	85	43	122	1,188	1,429
PACIFIC	4,606	4,988	67,790	152,035	-55	13.76	11.37	4,871	4,458	4,507	6,873	6,615	11,446	1,519	1,605
California	3,117	3,493	50,108	98,267	-49	10.18	7.40	3,412	3,086	3,389	4,636	4,959	7,665	1,368	1,594
Oregon	464	559	6,232	19,076	-67	1.27	1.43	532	553	457	829	599	1,337	1,173	1,555
Washington	885	916	11,450	33,992	-66	2.33	2.54	927	819	721	1,408	1,057	3,445	1,289	1,668

TABLE 0 - RESTAURANT GROUP - COMPARISON BY STATES: 1933 and 1929

Stores, Sales, Employment and Payrolls

DIVISION AND STATE	NUMBER OF STORES		NET SALES					PROPRIETORS		FULL-TIME EMPLOYEES (Average Number)		TOTAL PAYROLL (Full-time and Part-time) (000 Omitted)		AVERAGE ANNUAL EARNINGS - (Per Full-time Employee)	
			Amount (000 Omitted)	Amount (000 Omitted)	Percent of Change	Percent of U.S. Total									
	1933	1929	1933	1929		1933	1929	1933	1929	1933	1929	1933	1929	1933	1929
UNITED STATES	200,335	134,293	$1,429,869	$2,124,890	-33	100.00	100.00	231,968	148,948	356,338	419,994	$241,741	$396,075	$673	$909
NEW ENGLAND	11,061	7,405	110,173	156,240	-29	7.71	7.35	12,455	8,048	28,116	31,138	22,731	31,291	755	971
Connecticut	2,714	1,508	20,259	28,919	-30	1.42	1.36	3,006	1,682	4,563	4,972	3,748	5,555	748	1,089
Maine	972	619	5,866	7,820	-25	.41	.37	1,188	672	1,638	1,721	1,054	1,326	604	740
Massachusetts	3,881	3,904	68,707	97,744	-33	4.81	4.60	5,827	4,189	18,205	20,227	15,126	20,534	781	980
New Hampshire	616	414	5,570	5,911	- 6	.39	.28	739	464	1,415	1,160	1,065	1,039	702	852
Rhode Island	1,087	673	7,341	12,579	-42	.51	.59	1,243	707	1,637	2,399	1,314	2,508	743	926
Vermont	391	287	2,430	3,267	-26	.17	.15	452	334	664	659	424	536	602	783
MIDDLE ATLANTIC	46,013	29,346	455,299	652,874	-30	31.84	30.70	50,715	30,908	106,567	116,584	89,428	126,556	783	1,040
New Jersey	8,287	4,328	55,809	69,815	-20	3.90	3.29	9,401	4,775	10,891	11,568	9,631	12,657	804	1,058
New York	23,439	15,571	308,545	448,102	-31	21.58	21.09	25,312	15,809	71,208	75,850	62,661	88,344	829	1,183
Pennsylvania	14,289	9,447	90,945	134,337	-32	6.36	6.32	16,002	10,374	24,458	29,166	17,136	24,554	641	819
EAST NORTH CENTRAL	51,111	30,177	307,090	481,693	-36	21.48	22.67	68,962	33,662	76,286	94,179	52,710	89,442	419	914
Illinois	16,317	8,824	118,527	182,648	-35	8.29	8.60	18,391	9,567	29,659	36,196	21,785	37,044	665	987
Indiana	5,409	3,885	26,777	42,882	-38	1.87	2.02	6,399	4,393	7,177	8,998	4,497	6,836	560	723
Michigan	7,387	4,854	41,795	94,535	-56	2.93	4.45	8,850	5,883	13,033	18,216	7,982	18,100	556	960
Ohio	11,311	6,653	77,790	112,277	-31	5.44	5.28	13,331	7,479	19,986	23,183	13,653	20,818	616	864
Wisconsin	10,687	5,981	42,201	49,331	-14	2.95	2.32	11,991	6,696	6,431	7,604	4,793	6,845	510	842
WEST NORTH CENTRAL	24,778	14,945	147,525	193,456	-24	10.32	9.10	30,236	16,578	35,910	41,158	23,184	31,706	585	735
Iowa	4,503	2,607	26,014	35,426	-27	1.88	1.67	5,390	2,876	5,786	6,785	3,497	5,212	536	721
Kansas	3,119	2,338	13,232	25,155	-47	.92	1.18	3,808	2,644	3,706	5,768	2,084	3,961	500	646
Minnesota	5,380	2,441	39,482	37,820	/ 4	2.76	1.78	6,403	2,749	8,566	7,799	5,926	6,182	622	756
Missouri	7,398	4,807	43,762	58,865	-26	3.06	2.77	8,963	5,189	11,746	13,491	8,110	10,787	657	774
Nebraska	2,590	1,613	13,339	19,204	-31	.93	.90	3,240	1,680	3,295	3,890	1,998	3,086	542	741
North Dakota	1,033	567	6,099	7,917	-23	.43	.37	1,235	671	1,368	1,529	797	1,220	540	723
South Dakota	1,011	674	5,697	9,069	-37	.40	.43	1,196	769	1,443	1,796	772	1,310	489	685
SOUTH ATLANTIC	17,762	13,351	104,981	132,785	-21	7.31	6.25	20,470	15,042	28,787	30,228	17,161	21,546	555	684
Delaware	372	206	1,996	2,713	-26	.14	.13	398	214	446	548	297	491	585	873
District of Columbia	844	596	18,008	18,549	- 3	1.26	.87	918	671	4,821	4,261	3,537	3,808	701	861
Florida	2,784	2,454	14,902	22,892	-35	1.04	1.08	3,237	2,653	4,939	5,739	2,553	3,787	488	625
Georgia	2,699	2,619	12,239	19,653	-38	.86	.92	3,090	2,852	3,390	4,752	1,794	2,700	464	551
Maryland	3,160	1,234	18,946	16,721	/13	1.32	.79	3,534	1,302	4,462	3,859	3,050	2,931	630	741
North Carolina	2,470	2,205	12,186	17,374	-30	.85	.82	2,865	2,607	3,244	3,337	1,844	2,256	524	647
South Carolina	1,301	911	4,848	5,783	-16	.34	.27	1,497	1,007	1,446	1,442	691	809	442	541
Virginia	2,206	1,684	11,762	15,032	-22	.82	.71	2,607	1,864	3,416	3,521	1,999	2,461	553	679
West Virginia	1,923	1,845	9,694	14,068	-31	.68	.66	2,324	1,872	2,423	2,749	1,396	2,169	534	765
EAST SOUTH CENTRAL	8,849	8,068	40,518	65,437	-38	2.83	3.08	10,230	8,840	11,729	15,074	6,136	9,551	481	614
Alabama	1,891	1,950	8,488	14,186	-40	.59	.67	2,129	2,129	2,899	3,572	1,284	2,046	414	537
Kentucky	3,021	2,266	14,747	20,076	-27	1.03	.93	3,399	2,500	3,518	4,266	2,131	3,101	548	702
Mississippi	1,380	1,486	3,753	9,647	-61	.26	.45	1,526	1,649	1,656	2,389	643	1,327	368	537
Tennessee	2,557	2,356	13,620	21,528	-37	.95	1.01	2,976	2,562	3,656	4,847	2,078	3,077	522	614
WEST SOUTH CENTRAL	17,090	14,568	78,504	133,100	-41	5.49	6.26	19,989	16,538	24,325	30,481	13,557	21,228	616	676
Arkansas	1,765	1,682	6,024	11,563	-48	.42	.54	2,098	1,855	1,744	2,802	833	1,603	440	550
Louisiana	2,903	2,697	14,281	18,770	-24	1.00	.88	3,221	3,037	4,660	5,031	2,488	2,947	510	576
Oklahoma	3,331	2,980	13,446	29,863	-55	.94	1.41	4,118	3,446	4,400	6,652	2,283	4,856	481	703
Texas	9,091	7,206	44,753	72,912	-39	3.13	3.43	10,552	8,200	13,521	15,996	7,753	11,823	540	717
MOUNTAIN	5,602	3,840	38,102	60,534	-37	2.67	2.85	6,937	4,559	9,814	13,167	7,000	11,883	646	876
Arizona	657	554	4,087	9,290	-56	.29	.44	834	568	945	2,163	680	1,841	628	831
Colorado	1,706	1,169	11,043	17,232	-36	.77	.81	2,080	1,308	3,164	4,160	2,036	3,347	574	777
Idaho	545	547	3,504	5,541	-37	.25	.26	715	417	799	1,048	536	993	630	913
Montana	818	562	6,900	9,854	-30	.48	.46	1,155	653	1,532	1,889	1,209	1,967	708	1,012
Nevada	308	146	2,548	2,595	- 2	.18	.12	369	198	608	472	629	660	972	1,373
New Mexico	439	317	2,277	4,818	-53	.16	.23	513	336	673	1,165	390	893	529	733
Utah	552	442	4,167	6,251	-33	.29	.30	638	548	1,172	1,327	805	1,256	641	920
Wyoming	483	303	3,576	4,953	-28	.25	.23	633	391	921	943	692	924	696	968
PACIFIC	18,078	12,406	148,046	249,371	-41	10.35	11.74	21,974	14,723	34,811	47,985	30,034	53,821	761	1,077
California	13,528	9,275	113,300	193,541	-41	7.92	9.11	16,486	11,048	26,837	36,995	23,588	42,108	778	1,094
Oregon	1,693	1,239	12,607	21,431	-41	.88	1.01	2,157	1,610	2,892	4,289	2,238	4,379	679	982
Washington	2,851	1,872	22,139	34,399	-36	1.55	1.62	3,331	2,165	5,082	6,701	4,208	7,334	716	1,044

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U. S. DEPARTMENT OF COMMERCE
Daniel C. Roper, Secretary

BUREAU OF THE CENSUS
William L. Austin, Director

CENSUS OF AMERICAN BUSINESS

RETAIL DISTRIBUTION: 1933

VARIETY STORE CHAINS

AND

DEPARTMENT STORE CHAINS

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June 21, 1935

U. S. DEPARTMENT OF COMMERCE

Daniel C. Roper, Secretary

BUREAU OF THE CENSUS

William L. Austin, Director

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This report is one of a series of special reports presenting the findings of the 1933 Census of American Business, with reference to the operations of the principal kinds of chains. The sections included herein cover two kinds of business as follows:

VARIETY-STORE CHAINS
DEPARTMENT-STORE CHAINS

The statistics were collected in 1934 by a field canvass of retail stores in every State, city and county in the United States, with funds provided by the Federal Civil Works Administration. They cover the operations of retailers during the year 1933.

The reports are prepared under the supervision of Fred A. Gosnell, Chief Statistician for the Census of American Business, by John Guernsey, in charge of Retail Distribution. Assistance in the preparation of this report was rendered by William A. Ruff, Assistant Chief Statistician, and James O. Reid, Retail Assistant.

CENSUS OF AMERICAN BUSINESS, 1933

VARIETY-STORE CHAINS

VARIETY, 5-AND-10, AND-TO-A DOLLAR STORES

The Census of American Business shows that in 1933 there were in operation 93 variety-store chains, compared with 148 such chains in 1929. They operated 5,344 units or stores compared with 5,447 units in 1929. This report concerns the 93 variety-store chains and their 5,344 stores, which are not necessarily identical with the total number of variety stores operated by all kinds of chains. 1/

Variety chains are groups of four or more units owned and operated centrally, the majority of whose stores are variety stores.

Variety stores are stores selling general merchandise within fixed price limits ("limited prices") not exceeding one dollar. A variety store may experiment with merchandise lines selling above the dollar limit, but if an appreciable proportion of its total sales are of merchandise above the dollar limit it becomes a department store.

What the Chains Sell

For the 1933 Census a brief schedule was used which did not provide for analyzing sales by commodities. Therefore, there are no Census data available to show what changes, if any, have occurred in the relative importance of commodities sold by variety-store chains.

1/ A summary of variety stores, classified as independent, chain, or other types is as follows:

Type of Operation	Number of Stores	Net Sales (1933) (000 Omitted)	Percent of Total Sales 1933	Percent of Total Sales 1929	Full-time Employees	Payroll (000 Omitted) Total Including Part-time	Payroll (000 Omitted) Part-Time Only	Total Reported Expenses 1/ (000 Omitted)
Variety, 5-and-10, and to a dollar stores	12,046	678,167	-----	-----	95,949	81,885	8,991	192,649
Independents	6,572	59,699	8.8	10.7	6,336	5,125	912	13,261
Chains	5,400	618,333	91.2	89.2	89,609	76,757	8,079	179,367
All other types	74	135	.....	.1	4	3	.....	21
Variety Chains (93)	5,344	620,352	.....	.....	89,920	76,811	8,177	179,730

With few exceptions, all the stores operated by variety chains are variety stores, but not all of the variety stores classified as chain units are operated by variety chains, as each individual store is classified in accordance with the nature of its business and does not necessarily take the same classification as the principal business of the chain of which it is a part.

The Harvard Bureau of Business Research has no 1929 breakdown but it includes a commodity breakdown in its report for 1933. Although the two are not strictly identical in the number of chains represented, they are believed to be fairly comparable as shown below:

Commodity Sales of Variety Chains	1929 2/	1933 3/
Apparel and accessories (women's and children's)	13.43)	
	)	17.72
Clothing and furnishings (men's and boys')	3.84)	
Notions and small wares	10.10)	
	)	19.22
Dry Goods	5.41)	
Home Furnishings (principally china, glassware, and crockery)	9.99)	
Hardware	7.71)	14.91
Electric supplies and materials	2.82)	
Confectionery and nuts	7.85	8.06
Drugs and toiletries	7.80	9.54
Stationery, books (principally paper and fancy paper goods)	6.44)	
	)	12.25
Toys and games	5.39)	
Soda fountain sales and lunches	3.87	6.07
Jewelry (principally costume)	3.04	2.15
Other commodities	12.31	10.08

Sales and Stocks

Sales of variety-store chains in 1933 totaled $620,352,000 or 23.4 percent less than the sales of variety-store chains in 1929. Local chains, however, decreased 42 percent, and sectional and national chains decreased 22.8 percent. In addition, there were direct sales in 1933 from central-office warehouses, not routed through the stores, of $503,000.

Stocks on hand at the end of the year, at cost value, aggregated $82,708,000 in 1933 in comparison with $106,700,000 in 1929, or 22.5 percent less. The proportion of stock to sales is practically identical for both years.

Employment and Payrolls

Variety-store chains gave employment in 1933 to 89,920 full-time employees and 55,028 part-time employees, in their stores. In addition, their central-office organization gave employment to 2,587 full-time employees, 50 part-time employees and 332 executives, including merchandise managers. The number of store employees is 6.7 percent less than in 1929, more than offset by the transfer of one large chain to the department store classification.

The 1929 Census showed that 20.5 percent of employees of the variety-store chains were men and 79.5 percent were women. In 1933 the percentages

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2/ From page 69, "Variety-store chains", a part of the report entitled "Retail Chains" published by the Bureau of the Census in connection with the Census of Distribution of 1929. This report may be obtained from the Superintendent of Documents, Washington, D. C., price 20 cents.

3/ From page 6, "Expense and Profits of Variety Chains in 1933", Harvard Bureau of Business Research Bulletin No. 95.

had changed to 13 percent men and 87 percent women. Of the central-office employees in 1933, including executives, 32.4 percent were men and 67.6 percent were women.

Store payrolls in 1933 totaled $76,811,000, a drop of 12.7 percent from the 1929 figures, also affected by the absence of one chain. To avoid disclosure of individual operations it is impossible to report adjusted comparisons, but reference is made to a later section of this report comparing identical chains. The average earnings of full-time employees increased 14.6 percent, from an average in 1929 of $666 to an average in 1933 of $763.

Operating Expense

The operating expense of the stores in 1933, exclusive of any central-office expense, totaled $171,065,000, which is $27.57 for each $100 of sales. Central-office expense aggregated $3.24 for each $100 of sales, making a total expense in stores and central-office organizations (which includes most of the warehouse expense) of $30.81 per $100 of sales. No comparative figures for 1929 are available because the central-office expenses, and the proportion thereof which may have been prorated to the stores, were not reported. The nearest comparison possible is as follows:

Ratio of Expense to Sales	(Cost per $100 of Store Sales)	
	1933	1929
Store payrolls	$12.38	$10.86
Other store-operating expense	16.59	14.29
Total, including prorate	28.97	25.15
Central-office expense	1.84	------
Total 3.24		
Less prorated 1.40		
Total central-office and stores	$30.81	==========

Central-Office Expenses

Central-office expenses aggregated $20,076,000, of which $8,665,000 was prorated to the stores and included in store-operating expenses. Of the $20,076,000, payrolls accounted for $14,027,000 (of which $14,000 was part-time payroll).

Nine chains reported that they operated separate warehouses. The expense for these separate warehouses is included in this report, usually in central-office expenses.

Classified by size of Chains

Below is a comparison of the number of chains and units, in 1933 and in 1929, classified according to size of chain as measured by the number of units:

TABLE 1 -- Number of Units by Size of Chains

	1933		1929	
	Chains	Units	Chains	Units
Total	93	5,344	147 1/	5,147
Chains of more than 100 units	10 2/	4,203	7 1/	3,406
Chains of 51 to 100 units	3 3/	208	7 4/	483
Chains of 26 to 50 units	10 5/	360	9 6/	347
Chains of 11 to 25 units	15	242	21 7/	322
Chains of 6 to 10 units	27	212	44	328
Chains of less than 6 units	28	119	59	261

Comparison of Identical Chains

Twenty-nine chains of various sizes and types which in 1929 operated 76 percent of all variety-chain units, with 83 percent of total sales of all variety chains, were compared in detail to show what changes had occurred in identical chains in the four-year interval, in total as well as per unit.

The per-unit changes from 1929 to 1933 are not significantly different (except for employment) from changes shown for all variety chains, indicating thus the predominant weight of the sample of identical chains in the total.

The value of the sample used for comparison is indicated by the following ratios:

1/ - After deducting one chain classified in 1929 as variety-store which by 1933 had become a department-store chain.

2/ - Consists of the 7 chains shown for 1929, plus 1 chain created by merger of 3 small chains, plus 2 chains that in 1929 were in smaller groups.

3/ - Consists of 2 chains of the 7 shown for 1929, plus 1 chain in the 26-50 group in 1929 which now is in the 51-100 group.

4/ - Of the 7 chains in 1929, 2 were merged with a 44-unit chain to become a single chain of 136 units; 2 dropped to less than 51 units (118 units reduced to 53); one increased to more than 100 units.

5/ - Consists of 6 chains of the 9 shown for 1929; 3 chains in the 16-25 group in 1929 (60 units) which now are in the 26-50 group (98 units); 1 chain in the 51-100 group in 1929 which now is in the 26-50 group.

6/ - Of the 9 chains in 1929, 6 chains (212 units) are in the same group in 1933 (231 units); 2 chains (91 units) moved into higher-unit groups in 1933 (173 units); 1 chain (44 units) was absorbed in a merger (see Note 4).

7/ - Of the 21 chains in 1929, 4 chains (66 units) are out of business, and 3 chains (60 units) have advanced to the 26-50 group (98 units in 1933).

TABLE 2 - Weight of 29-Chain Sample Compared with all Variety-Store Chains

	Percent Ratio of the 29 Chains to all Variety-store Chains	
	1933	1929
Units (29 chains)	89	76
Sales	94	83
Stock, end of year, at cost	94	81
Employment	94	85
Payrolls	94	82
Total operating expense	95	81

The 29 chains increased their units from 4,150 in 1929 to 4,764 in 1933. Their total sales decreased 13.8 percent, from $674,419,000 in 1929 to $581,381,000 in 1933. The changes which took place in size of the 29 chains are shown in the following table (in which the three largest chains are combined to avoid disclosure):

TABLE 3 — GROWTH OF CHAINS

Number of Units in 1929 Compared with Number in 1933, for 29 Identical Chains

	1929	1933		1929	1933
Chain 1 - 6	11		Chain 15 42	112	
Chain 2 - 10	16		Chain 16 - 42	38	
Chain 3 - 14	31		Chain 17 - 49	61	
Chain 4 - 15	19		Chain 18 - 51	68	
Chain 5 - 16	17		Chain 19 - 58	22	
Chain 6 - 16	21		Chain 20 - 60	31	
Chain 7 - 19	23		Chain 21 - 61	79	
Chain 8 - 22	36		Chain 22 - 69	119	
Chain 9 - 24	31		Chain 23 - 155	179	
Chain 10 - 31	39		Chain 24 - 205	229	
Chain 11 - 32	32		Chain 25 - 244	255	
Chain 12 - 32	31		Chain 26 - 262	278	
Chain 13 - 35	42		3 Chains	2,540	2,895
Chain 14 - 40	49		Total 29 Chains	4,150	4,764

Total employees increased 2.4 percent, from 132,800 in 1929 to 136,019 in 1933, but the increase was in part-time employment. Full-time employees decreased 23.3 percent and their payroll decreased 9.3 percent; part-time employees increased 135 percent and their payroll also increased 133 percent. Total payroll decreased 3.4 percent in the 4-year period (from $74,981,000 in 1929 to $72,465,000 in 1933).

Store-operating expenses, including payroll and prorate of about 40 percent of central-office expense, increased 1.1 percent compared to the 13.8 decrease in sales. Stocks on hand, end of the year, at cost values, decreased 10 percent. The following table shows the comparisons in dollars as well as percentages:

TABLE 4 — 29 Identical Chains Compared
(Values shown in thousands of dollars)

	All Units			Per Unit		
	Amounts		Percent of Change	Amounts		Percent of Change
	1933	1929		1933	1929	
Units (number)	4,764	4,150	+ 14.7			
Sales	$581,381	$674,419	- 13.8	$122,036	$162,510	- 25
Stock, end of year, at cost	77,390	85,999	- 10.0	16,245	20,723	- 22
Employment - Total	136,019	132,800	+ 2.4	28,551	32,000	- 11
Full-time	85,275	111,209	- 23.3	17,900	26,797	- 33
Part-time	50,744	21,591	+135.0	10,651	5,203	+ 103
Payrolls - Total	$72,465	$74,981	- 3.4	$15,211	$18,068	- 16
Full-time	65,216	71,873	- 9.3	13,689	17,319	- 21
Part-time	7,249	3,108	+133.2	1,522	749	+ 103
Total store operating expense (direct and prorated)	169,956	168,047	+ 1.1	35,675	40,493	- 12
Per $100 of sales (in dollars)	$29.23	$24.92	+ 17.2	$29.23	$24.92	+ 17.2
Central-office expense	$11,251					
Total	19,090					
Less-prorated to stores	7,839					
Total expense (central-office and stores)	181,207					
Per $100 of sales (in dollars)	$31.17					

TABLE 5 - Comparative Summary - Variety-Store Chains: 1933 and 1929

	1933	1929 2/	Percent of Change 2/
Number of chains	93	148	
Local	59	105	
Sectional and national	34	43	
Number of units	5,344	5,447 2/	- 1.9
Local	535	772	- 30.7
Sectional and national	4,809	4,675	+ 2.9
Employment			
Store employees and store managers	144,948	155,294	- 6.7
Full-time	89,920	126,429	- 28.9
Part-time	55,028	28,865	+ 90.6
Central-office	2,969		
Executives, merchandise managers	332		
Full-time employees	2,587		
Part-time employees	50		

TABLE 5 - Comparative Summary - Variety-Store Chains: 1933 and 1929 (Continued):

	1933	1929 2/	Percent of Change 2/
Proportion of men and women 1/			
Store employees -			
Men - percent	13.0	20.5	.....
Women - percent	87.0	79.5	.....
Central office -			
Men - percent	32.4	.....	.....
Women - percent	67.6	.....	.....
Sales through stores	$620,352,000 3/	$809,758,000 2/	- 23.4
Local chains	14,903,000	15,699,000	- 42.0
Sectional and national chains	605,449,000	784,059,000	- 22.8
Sales through central-office direct	503,000	.....	.....
Stocks on hand, end of year, at cost	82,708,000	106,700,000	- 22.5
Expenses			
Store payrolls	76,811,000	87,982,000	- 12.7
Full-time	68,634,000	84,157,000	- 18.5
Part-time	8,177,000	3,825,000	+113.5
Other store-operating expenses	102,919,000	115,707,000	- 11.0
Total expense reported as store-operating expense	179,730,000	203,689,000	- 11.8
Add:			
Central-office expense	11,411,000	.....	.....
Payrolls (includes $14,000 part-time)	14,027,000	.....	.....
Other expenses	6,049,000	.....	.....
Total central-office	20,076,000	.....	.....
Less prorated to stores	8,665,000	.....	.....
Total, central-office and stores	191,141,000	.....	.....
Per $100 of Sales (in dollars)	$30.81	.....	.....

1/ "Paid employees, full-time and part-time, on payroll December 30, 1933, or other more representative date, including salaried executives, salespeople, clerks, operatives, etc." - From instructions to enumerators.

2/ Includes one chain of 300 units with sales of $66,000,000, which in 1933 is classified as a department-store chain.

3/ Analysis of Sales: 1933

Merchandise sales	$583,109,000
Sale of meals	32,406,000
Other revenue (lessees, etc.)	4,837,000
Total	$620,352,000

CENSUS OF AMERICAN BUSINESS: 1933

DEPARTMENT-STORE CHAINS

This report covers the operations of 34 department-store chains, operating 3,072 stores in 1933, with total sales of $639,432,000. About two-thirds of their stores are classified as department stores 1/; the remainder are primarily general merchandise stores, similar to department stores in many respects but with sales of less than $100,000 per store per year and, therefore, not classified by the Census as department stores.

It should be emphasized that this report does not purport to cover department stores as such, nor department-store units of all chains. The difference is indicated by the following summary of department stores by types of operation:

Type of Operation	Number of Stores	Net Sales 1933 (000 Omitted)	Percent of Total Sales 1933	Percent of Total Sales 1929	Full-time Employees	Payroll (000 Omitted) Total Including Part-time	Payroll (000 Omitted) Part-Time Only	Total Reported Expense 2/ (000 Omitted)
Department stores	3,535	2,538,258	.....	.....	364,105	386,462	26,485	828,887
Independents	1,428	1,708,445	67.3	72.1	279,979	296,888	16,946	604,698
Chains	2,057	605,722	23.9	16.7	59,517	68,455	9,246	166,094
Mail-order houses (catalog only)	35	219,978	8.7		(24,233	20,670	258	57,335
Commissaries or company stores	11	3,298	.1	11.2	(284	352	28	579
All other types	4	815	.....		(92	97	7	181
Department-store chains (34)	3,072	639,432	.....	.....	60,498	70,889	10,062	170,128
(which include many units not classified as department stores)								

1/ Department stores are general merchandise stores with not less than $100,000 of sales per year, differing from dry goods stores in that they appeal not only to women by the sale of dry goods and apparel, but also to other members of the family by the sale of men's wear, furniture, home wares and usually electrical appliances. They sell a great variety of merchandise, beyond the price range of limited price variety stores.

2/ Includes no compensation for the services of proprietors working in their stores, in lieu of employees.

The chain classification in the department-store field does not include ownership groups, which are financial mergers of previously existing independently-owned stores, without central merchandising and buying. Mere ownership does not classify them as chains so long as they are independently operated and their buying is not centralized. They were similarly classified in 1929, when there were 14 ownership groups operating 121 department stores. 3/

The 34 department-store chains in operation in 1933 compare with 33 such chains in operation in 1929. The 3,072 units in 1933 represent an increase of 20 percent over the 2,560 units operated by department-store chains in 1929. The entire increase is in sectional and national chains, rather than local chains, and is partly due to the addition of one chain, with 457 units, which in 1929 was properly classified as a variety-store chain, but which since has become a department-store chain.

Sales and Stocks

Sales of department-store chains in 1933 totaled $639,432,000 compared with $665,172,000 in 1929, a decline of 3.9 percent. Local chains declined 6.7 percent in their sales and sectional and national chains declined 3.5 percent. In addition to sales through their stores, the chains reported direct sales from warehouses or central office of $1,580,000. (Sales of the one additional chain approximated $78,000,000 in 1933, entirely cash sales).

Stocks on hand at the end of the year, at cost values, aggregated $98,564,000 in 1933 compared with $122,859,000 in 1929, a decline of 19.9 percent. The ratio of stock to sales declined substantially.

Credit Sales

Credit sales in 1933 totaled $75,349,000. This is 20.74 percent of the total sales of the 22 chains which extended credit, or 11.78 percent of the total sales of all chains including those which sold entirely for cash. Comparable ratios in 1929 were 16.76 percent and 9.99 percent, respectively. The summary follows:

Table 1 - Credit Sales: 1933

	All Chains	Chains selling for Credit (Cash & Credit)	Chains selling entirely for cash
Number of chains	34	22	12
Number of units	3,072	965	2,107
Total sales	$639,432,000	$363,225,000	$276,207,000
Credit sales	75,349,000	75,349,000	.....
Percent of credit sales to total sales, 1933	11.78 4/	20.74	.....
1929 Credit Sales	66,471,000	66,471,000	.....
1929 percent of credit sales to total sales	9.99	16.75	.....

3/ See Census of Distribution report entitled "Ownership Groups of Department Stores." (R-69), or Chapter 4 of the report entitled "Retail Chains" (Superintendent of Documents, Washington, D.C.--Price 20 cents.)

4/ For comparison with the 9.99 percent shown for 1929, the 1933 figure would be 13.43 percent if the sales of the one additional cash chain were eliminated.

Employment

Department-store chains gave employment in 1933 to 94,604 employees, compared with 71,121 in 1929, an increase of 33 percent, about two-thirds of which is due to the inclusion of an additional chain. Of this increase nearly 75 percent were part-time employees. The total number of full-time employees of department-store chains in 1933 was 60,498; of part-timers 34,106. In addition, central-office employees numbered 6,170, of which 143 were executives, 5,656 were full-time employees and 371 were part-time employees.

A somewhat smaller proportion of men were employed in the stores in 1933 than in 1929, the proportions being 39.5 percent in 1933 and 43.1 percent in 1929. In the central-office organizations, however, 67 percent of the employees were men and 33 percent were women.

Operating Expenses

Store payrolls in 1933 totaled $70,889,000, an increase of 4.5 percent over the 1929 total of $67,861,000. The additional chain accounts for more than the increase. Other store-operating expenses, including such central-office expense as was prorated to the stores, aggregated $99,239,000, or 5.6 percent more than in 1929. The total reported store-operating expenses is $26.60 per $100 of sales in 1933; the corresponding expense ratio as shown by the 1929 report was $24.35.

The operating expense of the stores in 1933, exclusive of any central-office expense, totaled $152,452,000, which is $23.84 per $100 of sales. The central-office expense aggregated $3.64 for each $100 of sales, making a total expense in stores and central-office organizations of $27.48 per each $100 of sales. No comparable figures for 1929 are available because the central-office expenses, and the proportion thereof which may have been prorated to the stores, were not reported. The nearest comparison possible is as follows:

Ratio of Expenses to Sales	Cost per $100 of Store Sales	
	1933	1929
Store payrolls	$11.09	$10.21
Other store-operating expense	15.51	14.14
Total operating expense (stores)	26.60	24.35
Central-office expense	.88	
Total 3.64		
Less, prorated 2.76		
Total, central-office and stores	$27.48	

Central-office expense aggregated $23,251,000, of which all but $5,575,000 was prorated to the stores and included in store-operating expenses. Of the $23,251,000, payrolls accounted for $12,128,000 (of which $47,000 was part-time payroll). Only three chains report that they operate separate warehouses; the expense of these separate warehouses is included usually as a part of central-office expense, but in some cases as a direct charge to stores. It is not large enough to be a factor either way. Only one chain's warehouse expense is omitted, and that amounts to only $27,000.

Size of Chains

Below is a comparison of the number of chains and units, in 1933 and in 1929, classified according to size of chain as measured by the number of units:

TABLE 2---Number of Units, by Size of Chains

	1933		1929	
	Chains	Units	Chains	Units
Total	34	3,072	33	2,560
Chains of more than 50 units	4	2,809 5/	3	2,259
Chains of 26 to 50 units	2	66	4	139
Chains of 11 to 25 units	4	51	2	31
Chains of 6 to 10 units	12	89	10	71
Chains of less than 6 units	12	57	14	60

What the Chains Sell

For the 1933 Census a brief schedule was used which did not provide for analyzing sales by commodities. Therefore, there are no data available to show what changes, if any, have occurred in the relative importance of commodities sold by department-store chains. Reference is made to Table 6, Chapter 3 - (Department-store Chains) of the Census of Distribution report for 1929 entitled "Retail Chains", for a record of the relative importance of commodities as they appeared in 1929.

Comparison of Identical Chains

Fifteen chains of various sizes and types, which in 1929 operated 93 percent of all department-store chain units, with 94 percent of total sales of all department-store chains, are compared in detail to show what changes occurred in identical chains in the 4-year interval. The comparisions are more representative than are similar figures for all chains, because of the introduction in 1933 of one chain with sales of $78,000,000 which was not included in 1929.

The value or weight of the sample used for comparison is indicated by the following ratios:

TABLE 3---Weight of 15-Chain Sample Compared with all Department-Store Chains

	(Percent ratio of the 15 chains to all Department-Store Chains)	
	1933	1929
Units (15 chains)	81	93
Sales	83	94
Credit sales (included above)	92	84
Stock, end of year, at cost	85	91
Employment	76	93
Payrolls	83	92
Total operating expense	81	90

5/ Of this number 2,352 units were operated in 1933 by the three chains shown for 1929. The remaining 457 units are operated by the one additional chain which in 1929 was a variety-store chain.

The 15 identical chains increased their units from 2,386 in 1929 to 2,483 in 1933, or 4 percent. Their total sales decreased 14.8 percent, from $622,574,000 in 1929 to $530,199,000 in 1933.

The change in number of units, between 1929 and 1933, is indicated in the following table, with the three largest chains combined to avoid disclosure:

TABLE 4---Growth of Chains

Number of Units in 1929 Compared with Number in 1933, for 15 Identical Chains

	1929	1933		1929	1933
Chain 1 -	4	4	Chain 8 -	8	9
Chain 2 -	4	5	Chain 9 -	9	8
Chain 3 -	4	5	Chain 10-	15	9
Chain 4 -	4	7	Chain 11-	30	31
Chain 5 -	5	6	Chain 12-	31	35
Chain 6 -	6	5	3 Chains -	2,259	2,352
Chain 7 -	7	7			
			Total, 15 Chains	2,386	2,483

Total employment increased 9.4 percent, from 66,051 in 1929 to 72,248 in 1933, but the increase was in part-time employment. Total payroll declined 5.4 percent, from $62,395,000 in 1929 to $59,032,000 in 1933. Direct comparisons between full-time and part-time payrolls and employment are approximate only, because of the inclusion in 1929 of an estimate made necessary by lack of exact data from two chains on the segregation between part-time and full-time employment.

Total store-operating expense, including payroll and prorate of about 75 percent of central-office expense, decreased 5.7 percent compared with the 14.8 percent decrease in sales. Stocks on hand at the end of the year, at cost values, decreased 25.4 percent.

The following table shows the comparisicns in dollars as well as percentages:

TABLE 5---15 Identical Chains Compared

	1933	1929	Percent of Change
Units (15 chains)	2,483	2,386	+ 4.0
Sales	$530,199,000	$622,574,000	- 14.8
Credit sales (including above)	69,465,000	55,630,000	+ 24.5
Stock, end of year, at cost	83,809,000	112,254,000	- 25.4
Employment - Total	72,248	66,051	+ 9.4
Full-time	46,977	50,350	
Part-time	25,271	15,701	
Payrolls - Total	$59,032,000	$62,395,000	- 5.4
Full-time	51,073,000	59,339,000	
Part-time	7,959,000	3,056,000	
Total store and prorated operating expense (Including part of central-office expense, estimated at about 75% of C.O. expense)	137,642,000	146,034,000	- 5.7
Add: Unprorated proportion of central-office expense	5,395,000		
Total	143,037,000		
Per $100 of Sales	$26.98		

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TABLE 6 - Comparative Summary - Department-Store Chains: 1933 and 1929

	1933 6/	1929	Percent of Change
Number of chains	34	33	
Local	17	20	
Sectional and national	17	13	
Number of units	3,0726/	2,560	+ 20.0
Local	100	103	- 3.0
Sectional and national	2,972	2,457	+ 20.9
Employment - Total	94,604	71,121	+ 31.6
Store employees and store managers:			
Full-time	60,498	54,652	+ 10.7
Part-time	34,106	16,469	+ 107.0
Central-office	6,170		
Executives, merchandise managers	143		
Full-time employees	5,656		
Part-time employees	271		
Proportion of men and women: 7/			
Store employees -			
Men	39.5	43.1	
Women	60.5	56.9	
Central-office -			
Men	67.0		
Women	33.0		
Sales through stores	$639,432,000 8/	$665,172,000	- 3.9
Local chains	70,203,000	75,202,000	- 6.7
Sectional and national chains	569,229,000	589,970,000	- 3.5
Sales through central-office direct	1,580,000		
Stock on hand, end of year, at cost	98,564,000	122,859,000	- 19.9
Expenses			
Store payrolls	70,889,000	67,861,000	+ 4.5
Full-time	60,827,000	64,553,000	- 5.8
Part-time	10,062,000	3,308,000	+ 204.0
Other store-operating expenses	99,239,000	93,944,000	+ 5.6
Total expense reported as store-operating expense	170,128,000	161,805,000	+ 5.1
Add-			
Central-office expenses	5,575,000		
Payrolls (including $47,000 part-time)	12,128,000		
Other expenses	11,123,000		
Total, central-office	23,251,000		
Less prorated to stores	17,676,000		
Total, central-office and stores	175,703,000		
Per $100 of sales	$27.48		

6/ Includes 457 units of one additional chain (not included in 1929).

7/ "Paid employees, full-time and part-time, on payroll December 30, 1933 or other more representative date, including salaried executives, salespeople, clerks, operatives, etc."--- From instructions to enumerators.

8/ Analysis of Sales: 1933

Merchandise sales	$633,418,000
Sale of meals	2,842,000
Other revenue (lessees, etc.)	3,172,000
Total	$639,432,000
Credit sales (included above)	75,349,000
Proportion of credit sales to total sales of chains selling on credit	20.74%

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U. S. DEPARTMENT OF COMMERCE
Daniel C. Roper, Secretary

BUREAU OF THE CENSUS
William L. Austin, Director

CENSUS OF AMERICAN BUSINESS : 1933

A CIVIL WORKS ADMINISTRATION PROJECT

12 mos
Special effort

RETAIL DISTRIBUTION

DRUG RETAILING

INCLUDING DRUG-STORE CHAINS

MAY, 1935

U. S. DEPARTMENT OF COMMERCE

Daniel C. Roper, Secretary

BUREAU OF THE CENSUS

William L. Austin, Director

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This report presents a summary for the United States and by States, of the data on drug-store operations, from the Retail Census for 1933. The Retail Census is a part of the Census of American Business.

The statistics were collected in 1934 by a field canvass of retail stores in every State, city and county in the United States, with funds provided by the Federal Civil Works Administration. They cover the operations of retailers during the year 1933.

The reports are prepared under the supervision of Fred A. Gosnell, Chief Statistician for the Census of American Business, by John Guernsey, in charge of Retail Distribution. Assistance in the preparation of this report was rendered by William A. Ruff, Assistant Chief Statistician, and James O. Reid, Retail Assistant.

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June 1935

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The data in this report are presented in five sections as follows:

I - Drug Retailing, a summary of stores, sales and distribution of sales of drug stores, both independent and chain.

II - Summary of independent stores and their sales by States, analyzed by four city-size groups, distinguishing between stores with fountains and those without fountains.

III - Summary of chain drug-stores by States, analyzed by four city-size groups, distinguishing between stores with fountains and those without fountains.

IV - Study of chains operating drug stores with fountains, 1933 and 1929.

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DRUG STORES: SUMMARY, 1933 and 1929

	1933	1929
Number of stores	58,407	58,258
Independent	54,641	54,732
Chain	3,766	3,526
With fountains	38,448	34,844
Without fountains	19,959	23,414
Sales (000 omitted)	$1,066,252	$1,690,399
Independent	798,953	1,378,948
Chain	267,299	311,451
With fountains	791,041	1,149,260
Without fountains	275,211	541,139
Credit sales (included above)	95,580	152,000
Percent to total sales	9.0	9.0
Employees, total	147,551	178,852
Full-time	116,852	148,580
Part-time	30,699	30,272
Proprietors	57,749	57,415
Payroll, total	$126,504	$195,762
Full-time	11,404	8,566
Part-time	985	1,260
Total expense (000 omitted)	$329,159	$458,214
Per $100 of sales	$30.88	$27.11

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I - DRUG RETAILING; 1933

From the vast amount of data obtained in compiling the results of the 1933 Retail Census, and the data already published for 1929, there has been brought together in this report essential information concerning the operation of drug stores, whether as independents or as units of chains.

Drug stores as described in this report are engaged primarily in selling drugs, proprietaries, pharmaceuticals, patent medicines, prescriptions, and toiletries at retail. They fall naturally into two types, (a) independents and (b) chains; and into two kinds of business, (a) drug stores with fountains and (b) drug stores without fountains.

Number of Stores and Sales

Table 5 shows the number of stores and sales in 1933 in each State and for each geographic division, analyzed to show chain stores separately from independents and further analyzed to show the distribution of sales by size of city.

There were in 1933 a total of 58,407 drug stores in operation in the United States compared with 58,258 in 1929. Their sales in 1933 totaled $1,066,252,000 compared with $1,690,399,000 in 1929. How much of the decline of 37 percent in dollar volume is accounted for by the considerable price decline which occurred since 1929 is not known. Of the 58,407 stores in 1933, 3,766 are chain stores and 54,641 or 93.6 percent are independent stores. The chain stores account for 25.1 percent and independents for 74.9 percent of total sales.

Location

Of the total, 17.9 percent represents the sales of stores in cities of more than one million population; 29 percent was in cities of 100,000 to 1,000,000 population; 26 percent in cities of 10,000 to 100,000 population; and 27.1 percent in places of less than 10,000 population and unincorporated areas.

For more detailed information regarding distribution by geographic areas and city-size groups, reference is made to volume 9 of the final series of Retail Census reports, entitled "Stores and Sales by Size of City".

It is of interest to note that regardless of size of city, drug stores usually constitute 4 percent of the total number of retail stores and do 4 to 5 percent of the total business of all retail stores. This is almost the only kind of business which maintains a uniform ratio to total retail sales regardless of size of city.

Average Sales per Store

Sales per store in 1933 averaged $18,256 as compared with $29,016 in 1929. Stores with fountains averaged nearly one and one-half times the sales of stores without fountains. Chain stores averaged $70,947 per unit and independents averaged $14,622 per unit. A comparison of national averages follows:

Average Sales Per Store: 1933 and 1929

	Total Stores		With Fountains		Without Fountains	
	1933	1929	1933	1929	1933	1929
Totals						
Stores	58,407	58,258	38,448	34,844	19,959	23,414
Sales (000 omitted)	$1,066,252	$1,690,399	$791,041	$1,149,260	$275,211	$541,139
Average per store	$18,256	$29,016	$20,574	$32,983	$13,788	$23,112
Chain Units Only						
Stores	3,766	3,526	2,995	X	771	X
Sales (000 omitted)	$267,299	$311,451	$224,288	X	$43,011	X
Average per store	$70,976	$88,330	$74,888	$95,243	$55,785	$49,006
Independents Only						
Stores	54,641	54,732	35,453	X	19,188	X
Sales (000 omitted)	$798,953	$1,378,948	$566,753	X	$232,200	X
Average per store	$14,622	$25,195	$15,986	$27,051	$12,101	$22,567

X - No analysis by types is available for 1929. The 1929 averages shown are those reported for drug-store chains, which are almost but not exactly identical with averages for chain drug stores because there are a few drug stores operated by chains engaged primarily in other kinds of business. The 1929 averages shown for independents are obtained as residuals.

Size of Stores

There were in 1933 three drug stores in the United States with sales of $1,000,000 or more per store; 20 with sales below $1,000,000 but more than $500,000 each; 1,009 with sales between $100,000 and $500,000 each. A summary of drug stores by size follows:

DRUG STORES - SUMMARY BY SIZE OF BUSINESS

	Stores	Sales	Full-time Employees	Proprietors
Total	58,407	$1,066,252,000	116,852	57,749
$1,000,000 or more	3	3,279,000	215	---
500,000 to 999,999	20	14,873,000	1,344	1
300,000 to 499,999	51	18,472,000	1,565	5
200,000 to 299,999	119	28,307,000	2,861	13
100,000 to 199,999	839	110,648,000	12,158	135
50,000 to 99,999	2,451	165,746,000	20,117	953
30,000 to 49,999	4,527	167,560,000	20,423	3,651
20,000 to 29,999	7,192	171,849,000	19,647	7,241
10,000 to 19,999	18,178	257,093,000	26,382	19,118
Less than 10,000	25,027	128,425,000	12,140	26,632

Geographic Divisions

The following are summaries by geographic divisions showing the distribution of drug stores and their sales, with a comparison between 1933 and 1929:

NUMBER OF DRUG STORES - BY GEOGRAPHIC DIVISIONS

Geographic Division	Percent of population 1930	1933 Number	1933 Percent	1929 Number	1929 Percent
United States	100.0	58,407	100.0	58,258	100.0
New England	6.7	4,018	6.9	3,902	6.7
Middle Atlantic	21.4	12,311	21.0	12,614	21.6
E.N. Central	20.6	12,295	21.5	12,006	20.6
W.N. Central	10.8	7,573	12.8	7,515	12.9
So. Atlantic	12.9	6,017	10.3	5,863	10.0
E.S. Central	8.0	3,428	5.8	3,468	6.0
W.S. Central	9.9	6,099	10.4	6,488	11.1
Mountain	3.0	1,791	3.0	1,778	3.1
Pacific	6.7	4,875	8.3	4,619	8.0

DRUG STORES - SALES BY GEOGRAPHIC DIVISIONS

(Sales expressed in thousands of dollars)

Geographic Division	Percent of population 1930	1933 Sales	1933 Percent	1929 Sales	1929 Percent
United States	100.0	$1,066,252	100.0	$1,690,399	100 0
New England	6.7	82,236	7.7	119,871	7.1
Middle Atlantic	21.4	230,156	21.6	366,992	21.7
East North Central	20.6	233,966	21.9	383,661	22.7
West North Central	10.8	122,461	11.5	186,201	11.0
South Atlantic	12.9	115,654	10.9	163,375	9.7
East South Central	8.0	49,216	4.6	87,646	5.2
West South Central	9.9	94,268	8.8	172,791	10.2
Mountain	3.0	33,391	3.2	54,094	3.2
Pacific	6.7	104,904	9.8	155,768	9.2

II - INDEPENDENT DRUG STORES

Data on the number of stores and sales for independent drug stores, by States, are presented in Table 6; therein the stores with fountains are segregated from stores without fountains, and an analysis by size-of-city groups is given separately for both.

Independent drug stores in 1933 constituted 93.6 percent of the total number of stores and did 74.9 percent of the total drug-store business of the country. They averaged $14,622 of sales per store compared with $25,195 per store in 1929.

Of the total, those with fountains numbered 35,453 or 65 percent and their average sales were $15,986 per store. Those without fountains totaled 19,188 stores (35 percent) and their average sales were $12,101 per store.

The $15,986 of average sales in 1933 for independent drug stores with fountains compares with $27,051 per store in 1929, a decrease of 41 percent. The $12,101 of average sales in 1933 in drug stores without fountains compares with $22,567 in 1929, a decrease of 46 percent. Both of these decreases are substantially greater than the decrease of comparable chain units, as is shown by the summary table of average sales presented earlier in this report (page 6).

Location

Of the independent stores with fountains, 13.8 percent are in cities of over one million population, which also have 16.9 percent of the independent stores without fountains. This compares with 22.5 percent of chain units in this size of city.

In cities of 100,000 to 1,000,000 population are 22 percent of independent stores with fountains and nearly 19 percent of those without fountains. On the other hand, 43.7 percent of all chain units are in this size of city.

Cities of 10,000 to 100,000 population contain about 22 percent of independent stores with fountains and 19.4 percent of those without fountains, but they contain 27 percent of all chain-store units.

Cities in places of less than 10,000 population and unincorporated areas contain 42.2 percent of all independent stores with fountains and 45 percent of those without fountains, but they contain less than 7 percent of the chain drug stores.

Employment and Payroll

Independent drug stores in 1933 employed 85,288 full-time and 29,275 part-time people not including the services of 57,609 proprietors working in their own stores in lieu of employees. Payroll, exclusive of compensation of proprietors, totaled $93,688,000. The average full-time employee was paid $970 in 1933 in independent stores compared with $1,024 for full-time employees in chain stores. It is to be noted, however, that chain payroll necessarily includes the compensation of supervisors and store managers as well as store employees, whereas independent payroll includes in most cases only store employees. An indication of the difference between executive and supervisory salaries and employees, wages in chain stores is found in Table 5 (page 13) of the 1933 Federal Trade Commission report entitled "Chain Store Wages". Rates of compensation for three classes of chain drug store employees are stated to be as follows:

Classification	Weekly Wage 1929	1931
Supervisors	$99.66	$96.72
Store Managers	57.44	53.84
Store Employees	24.51	24.15

Operating Expense

In 1933 the average cost of operating independent drug stores was $31.80 per $100 of sales, including compensation to proprietors for their service at the same rate per year as that paid by them to the average full-time employee. 1/ This compared with the average operating expense for chain stores of $28.08 exclusive of central office expense 2/, and for all drug stores in 1933 of $30.88. The comparable expense ratio in 1929 was $27.11. A summary follows:

EMPLOYMENT, PAYROLL, OPERATING EXPENSE; 1933 and 1929

	Total		Independents
	1933	1929	Only, 1933
Number of Stores	58,407	58,258	54,641
Sales	$1,066,252,000	$1,690,399,000	$1,690,399,000
Employment (total)	147,551	178,852	114,563
Full-time	116,852	148,580	85,288
Part-time	30,699	30,272	29,275
Proprietors	57,749	57,415	57,609
Payroll (000 omitted)	$126,504	$195,762	$93,688
Full-time	115,100	187,196	82,784
Part-time	11,404	8,566	10,904
Average per full-time employee per year	985	1,260	970
Proprietors' compensatiln	44,107	72,046	43,964
Total operating expense (000 omitted) (including proprietors' compensation)	$329,159	$458,214	$254,113
Per $100 of sales	$30.88	$27.11	$31.80

III - SUMMARY OF CHAIN DRUG-STORES, 1933

It should be clearly understood that there is an essential difference between the number of chain units in any given kind of business and the number of units of chains in that kind of business. In some business fields, the difference is insigifiicant due to the high degree of specialization. That is true in the drug field where there are 3,766 chain drug-stores in all, which is but 210 stores more than the number of units of strictly drug chains. The total sales of $267,299,000 are but $6,832,000 more than the sales of strictly drug chains.

1/ Proprietors' compensation in stores doing less than $10,000 of business is relatively lower, in the same proportion that the sales are lower than $10,000 per year.

2/ Including central office expense, the costs for chains are as follows (see Tables 2 and 4):

Chains with fountains, $32.06
Chains without fountains, 24.06

Table 7 presents for each State an analysis of chain drug-stores in operation in 1933, whether operated by drug-store chains or by chains in other kinds of business. For most purposes this table can be regarded as a geographic distribution of the business of drug-store chains; there are no data available showing the location by States of the 210 chain drug-stores operated by other than drug chains.

Table 7 shows that of the 3,766 chain stores, 1,811 are units of local chains and 1,955 are units of sectional and national chains. The table further shows that of the 3,766 chain stores, 2,995 or nearly 80 percent are stores with fountains and 771 are stores without fountains, sometimes called professional drug stores. Some of the latter are units in chains whose principal business is the operation of stores with fountains, as is clearly shown by the difference between the total chain units reported in Table 7 and the number of units of drug chains reported in Tables 2 and 4.

Location

Of the 3,766 chain stores, 846 are located in cities of more than one million population their sales aggregate $69,512,000 or 26.0 percent of all chain drug-store sales.

In cities ranging in size from 100,000 to 1,000,000 there are 1,648 chain drug-stores with sales of $123,122,000, which is 46.0 percent of the total business of chain drug-stores.

In cities ranging in size from 10,000 to 100,000 there are 1,015 chain drug-stores with sales aggregating $64,413,000, which is 24.1 percent of the total sales of chain drug-stores. There are only 257 chain drug-stores in cities of less than 10,000 population and their sales aggregate $10,252,000 or 3.9 percent of the total business of chain drug-stores.

The $69,512,000 of chain sales in cities of more than one million population constitutes 36.3 percent of the total sales of all drug stores in such cities. The chain-store ratios for other city-size groups are as follows: Cities of 100,000 to 1,000,000 population, 39.8 percent; cities of 10,000 to 100,000 population, 23.3 percent; places of less than 10,000 population and unincorporated areas, 3.6 percent.

Drug Store Chains

The following sections of this report describe the operation of chains classified as drug-store chains, all or a majority of whose stores or units are drug stores.

Sales at retail by drug-store chains in 1933 amounted to $260,437,000, in 3,556 stores or units of 226 chains. This compares with sales in 1929 of $312,302,000 in 3,513 stores or units of 249 chains.

Of the 226 chains in 1933, 171 operated drug stores with fountains and 55 operated drug stores without fountains, sometimes called professional drug stores. The number of stores and sales of each kind of chain are shown below in comparison with similar data for 1929:

Stores and Sales of Drug Chains: 1933 and 1929

	1933			1929		
	Chains	Units	Sales	Chains	Units	Sales
Chains - without fountains	55	434	$28,009,000	80	482	$23,621,000
Chains - with fountains	171	1/3,122	232,428,000	169	3,031	283,681,000
Total	226	3,556	260,437,000	249	3,513	312,302,000

IV - CHAINS OPERATING DRUG STORES WITH FOUNTAINS

The 1933 Census shows 171 chains operating the kind of business described as drug stores with fountains. No analysis of sales by commodities was obtained in 1933. The commodity analysis for this kind of chain in 1929 shows the following breakdown of sales: 2/

Chains Operating Stores with Fountains 1929

	Percent
Commodities:	100.00
Prescriptions	4.27
Drugs, pharmaceuticals, chemicals, patent medicines, and compounds	37.95
Soda fountain sales and ice cream, lunches	19.75
Confectionery and nuts	3.39
Bottled beverages	.12
Toilet articles and preparations	10.38
Cigars, cigarettes, and tobacco	18.74
Miscellaneous merchandise (including stationery, school supplies, rubber goods, surgical and hospital supplies, and all other merchandise not otherwise classified)	5.40

Sales and Stocks

The 171 chains operating this kind of stores reported total sales in 1933 of $232,428,000 which is 19.5 percent less than the sales of 169 chains in the same field in 1929. The number of units, however, is 3 percent greater, having increased from 3,031 stores in 1929 to 3,122 stores in 1933.

1/ Chain units with fountains total 2,766, with sales of $267,299,000. The remainder are believed to be stores without fountains, although included in chains whose principal business is the operation of stores with fountains.

2/ From Table 8, Retail Census Report entitled "Drug-Store Chains: 1929," part of the report entitled "Retail Chains". Superintendent of Documents, Washington, D.C., Price 20 cents.

These chains operate 40 warehouses and 7 wholesale units, but no part of wholesale sales or expense is included in this report. Stocks on hand at the end of 1933 totaled $30,552,000 which is 15.5 percent less than stocks on hand at the end of 1929.

Credit Sales

Of these 171 chains, 100 chains extending credit operated 876 units with total sales of $51,223,000, of which credit sales totaled $3,682,000 or 7.2 percent. In 1929 only 66 chains sold on credit, but their credit sales amounted to 11.3 percent of their total sales. A comparative table follows:

Credit Sales--Chains with Fountains
(Sales expressed in thousands of dollars)

	All Chains		Chains extending Credit		All-Cash Chains	
	1933	1929	1933	1929	1933	1929
Number of chains	171	169	100	66	71	103
Number of units	3,122	3,031	876	557	2,246	2,474
Net sales	$232,428	$288,681	$51,223	$35,593	$181,205	$253,088
Credit sales	3,632	4,029	3,682	4,029	---	---
Percent of credit sales to total sales	1.6	1.4	7.2	11.3	---	---

Employment

Drug-store chains with fountains gave employment in 1933 to 28,189 full-time employees and 1,230 part-time employees in their stores, or a total of 29,419 people. This total compares with 31,115 people in 1929, or a decrease of 5.5 percent.

Central-office employees in 1933 totaled 3,142 people, of whom 277 were executives, 2,287 were full-time employees and 38 were part-time employees. Men totaled 1,706 or 54 percent. No comparable figures for central offices are available for 1929.

In the stores the total of 29,419 people was made up of 23,794 men (81 percent) and 5,625 women (19 percent). In 1929 the proportions were 70 percent and 30 percent respectively. There was an increase in employment of approximately 2,000 men (8.7 percent) and a decrease of approximately 3,600 women (39.2 percent).

Payrolls

Payrolls of the 171 drug-store chains with fountains in 1933 totaled $28,791,000. This compares with a total for 1929 (for only 5.5 percent more people) of $38,884,000, a decline of 25.9 percent.

Included in the 1933 payroll is $431,000 for part-time employees which compares with $554,000 in 1929, a decline of 22.2 percent.

Central-office payroll in 1933 totaled $4,764,000, of which $20,000 represented part-time payroll. No comparable figures are available for 1929. A part of this expense was prorated to the stores, as shown by an accompanying table, but is not duplicated in store payrolls as reported herein.

Operating Expenses

Total store-operating expense in 1933 for chains operating drug stores with fountains totaled $66,856,000, or $28.76 per $100 of sales. This figure compared with total store-operating expense in 1929 of $80,481,000, or $27.62 per $100 of sales. Although the expense ratio is greater, the aggregate in dollars is 16.9 percent less than in 1929. Both figures exclude unprorated central-office expense.

Central-Office Expense

Central-office expense aggregated $10,340,000, of which $2,668,000 was prorated to the stores and appears as part of total store-operating expense. Of this $10,340,000, payroll accounted for $4,764,000 and the balance represented all of the other operating expenses of the central administrative and merchandising organizations of the chains. It is not certain that all of the expense of the 40 warehouses is included in central-office expense, but in a sample test it was ascertained by direct correspondence that in nearly every instance the warehouse expense is included. Only 19 such warehouses are important enough to be included in the wholesale Census as separate operations. They have 911 full-time employees, payroll of $1,103,000 and total expense of $1,712,000, some or all of which may be included in central office expense of the chains. It is believed that the central-office expense shown herein, added to store-operating expense, presents a true measure of the total expenses of these chains in relation to their sales.

A comparative summary of expense ratios follows:

	Expense per $100 of Store Sales	
	1933	1929
Store payrolls	$12.39	$13.16
Other store-operating expense	16.37	14.46
Total store-operating expense	$28.76	$27.62
Central-office expense	3.30	--
Payroll	$1.24	
Other	3.21	
Total	$4.45	
Less, prorated to stores	1.15	
Total, central office and stores	$32.06	--

Size of Chains

Below is a comparison of the number of chains, units and sales, 1933 and 1929, of drug chains with fountains, classified according to size of chain as measured by the number of units:

Sales and Number of Units by Size of Chains
(Sales expressed in thousands of dollars)

Size of Chain	1933 Chains	1933 Units	1933 Sales	1929 Chains	1929 Units	1929 Sales
Over 100 units	5	1,471	$137,043	4	1,343	$163,718
51 to 100 units	3	225	14,990	3	192	13,219
26 to 50 units	7	310	20,364	13	480	38,353
11 to 25 units	26	422	21,680	24	355	28,100
6 to 10 units	43	316	23,662	46	320	21,344
Under 6 units	87	378	14,689	79	341	23,947
	171	3,122	$232,428	169	3,031	$288,681

Comparative Summary

Table 1 presents a summary for the 171 chains operating drug stores with fountains in 1933, in comparison with 169 such chains in 1929. The figures for 1929 are taken from chapter 16 of the report published in connection with the 1929 Retail Census entitled "Retail Chains: 1929".

Comparison of Identical Chains

Forty-nine chains of various sizes and types, which in 1929 operated 2,237 units or stores with fountains, have been analyzed in detail to show what changes have occurred in identical chains in the 4-year interval. The comparisons are considered more representative, but not materially different from the figures for all chains in this kind of business.

The value or weight of the sample used for comparison is indicated by the fact that these 49 chains operated 74 percent of the units, did 87 percent of the business, employed 83 percent of the employees and paid 84 percent of the total payroll of the entire 169 chains in this kind of business in 1929.

The 49 identical chains increased their units from 2,237 in 1929 to 2,263 in 1933, or 1.1 percent. Their sales declined 24 percent and their stocks declined 19.1 percent.

A detailed picture of the change in four years in the number of units of each chain is presented below:

Number of Units in Identical Chains (with fountains), 1929 and 1933.

1929	1933	1929	1933	1929	1933	1929	1933
4	4	8	9	16	14	30	50
4	4	8	9	16	16	35	40
4	9	9	11	16	18	39	81
5	6	9	12	17	17	40	44
5	9	10	11	17	20	48	47
6	7	11	13	18	17	54	75
6	7	11	15	18	23	60	37
6	9	12	11	20	23	62	69
7	7	13	9	23	22	117	114
7	7	13	12	27	7	210	189
8	8	13	13	27	25	388	494
8	9	14	16	29	23	694	550
		15	21	Totals, 49 chains		2,237	2,263

In the 4-year interval the number of store employees of these 49 identical chains declined 9 percent accompanied by a payroll decline of 28.4 percent. Store-operating expenses per $100 of sales increased $1.56, from $27.52 in 1929 to $29.08 in 1933. To this figure must be added the unprorated proportion of central-office expense, which brings the total expenses of these 49 chains in 1933 to $32.55 per $100 of sales. No similar central-office figure is available for 1929, but the increase of 5.7 percent in store-operating expense ratio is probably indicative of the increase in total expense.

Table 2 in this report presents a comparative summary of the significant information concerning the 49 identical chains in 1933 and 1929.

V - CHAINS OPERATING DRUG STORES WITHOUT FOUNTAINS

The 1933 Census shows 55 chains operating stores of the kind described as drug stores without fountains, sometimes known as professional drug stores. However, this is not a homogenius group, in that it includes also some chains of cut-rate or "pine-board" stores. No analysis of sales by commodities was obtained in 1933. The commodity analysis for the same classification in 1929 shows the following breakdown of sales:

Chains Operating Stores without Fountains; 1929

	Percent
Commodities:	100.00
Prescriptions	6.70
Drugs, pharmaceuticals, chemicals, patent medicines, and compounds	35.99
Ice cream, confectionery and nuts, and bottled beverages	5.66
Toilet articles and preparations	22.88
Cigars, cigarettes, and tobacco	18.02
Miscellaneous unclassified	10.75

Sales and Stocks

The 55 chains operating this kind of stores reported total sales in 1933 of $28,009,000 which is 18.5 percent more than the sales of 80 chains in the same field in 1929. The number of units is 10 percent less, having decreased from 482 units in 1929 to 434 units in 1933.

These chains operate 5 warehouses and 2 wholesale units, but no part of wholesale sales or expense is included in this report. Stocks on hand at the end of 1933 totaled $3,959,000 which is 14 percent less than stocks on hand at the end of 1929.

Credit Sales

Of these 55 chains, 23 chains extending credit operated 148 units with total sales of $5,138,000, of which credit sales totaled $1,459,000 or 28.4 percent. In 1929 there were 27 chains which sold on credit, and their credit sales amounted to 17.5 percent of their total sales. A comparative table follows:

Credit Sales: Chains without Fountains
(Sales in thousands of dollars)

	All Chains		Credit Chains		Cash Chains	
	1933	1929	1933	1929	1933	1929
Number of chains	55	80	23	27	32	53
Number of units	434	482	148	155	286	327
Total sales	$28,009	$23,621	$5,138	$6,596	$22,871	$17,025
Credit sales	1,459	1,157	1,459	1,157	--	--
Percent of credit sales to total sales	5.2	4.9	28.4	17.5	--	--

Employment

Drug-store chains without fountains gave employment in 1933 to 2,090 full-time employees and 194 part-time employees in their stores, or a total of 2,284 people. This total compares with 2,302 people in 1929, or a decrease of less than one percent.

Central-office employees in 1933 totaled 289 people, of whom 64 were executives, 211 were full-time employees and 14 were part-time employees. Men totaled 216 or 75 percent. No comparable figures for central offices are available for 1929.

In the stores the total of 2,284 people was made up of 1,642 men (72 percent) and 642 women (28 percent). In 1929 the proportions were 78 percent and 22 percent respectively. There was a decrease in employment of 163 men (9 percent) and an increase of 145 women (29.1 percent).

Payrolls

Payrolls of the 55 drug-store chains without fountains in 1933 totaled $2,978,000. This compares with a total for 1929 (for approximately one percent more people) of $3,097,000, a decline of 3.9 percent.

Included in the 1933 payroll is $74,000 for part-time employees; the same amount was reported for 1929.

Central-office payroll in 1933 totaled $520,000, of which $3,000 represents part-time payroll. No comparable figures are available for 1929. A part of this expense was prorated to the stores, as shown by an accompanying table, but is not duplicated in store payrolls as reported herein.

Operating Expense

Total store-operating expense in 1933 for chains operating drug stores without fountains totaled $6,176,000. This figure compared with total store-operating expense in 1929 of $5,857,000, an increase of 5.4 percent. Both figures exclude unprorated central-office expense. Store expense per $100 of sales was $22.05 in 1933, and $24.80 in 1929. The decrease in expense ratio reflects the growth of the cut-price or so-called "pine-board stores," which represent a larger proportion of the total of this classification in 1933 than in 1929.

Central-Office Expense

Central-office expense aggregated $850,000, of which $287,000 was prorated to the stores and appears as part of total store-operating expense. Of this $850,000, payroll accounted for $520,000 and the balance represented all of the other operating expenses of the central administrative and merchandising organizations of the chains. It is not certain that all of the expense of the 5 warehouses is included in central-office expense, but in a sample test it was ascertained by direct correspondence that in nearly every instance the warehouse expense is included. It is believed that the central-office expense shown herein, added to store-operating expense, presents a true measure of the total expenses of these chains in relation to their sales.

A comparative summary of expense ratios follows:

	Expense per $100 of Sales			
			1933	1929
Store payrolls			$10.63	$13.12
Other store-operating expense			11.42	11.68
Total store-operating expense			$22.05	$24.80
Central-office expense			2.01	---
Payrolls	$1.85			
Other	1.18			
Total	3.03			
Less, prorated to stores	1.02			
Total, central office and stores			$24.06	---

Size of Chains

Below is a comparison of the number of chains, units and sales, 1933 and 1929, of drug chains without fountains, classified according to size of chain as measured by the number of units:

Sales and Number of Units by Size of Chains
(Sales expressed in thousands of dollars)

Size of Chain	1933			1929		
	Chains	Units	Sales	Chains	Units	Sales
26-50 units	3	82	$6,153	--	---	---
11-25 units	8	116	10,425	7	104	$7,861
6-10 units	11	90	4,471	16	138	6,037
Under 6 units	33	146	6,960	57	240	9,723
	55	434	$28,009	80	482	$23,621

Comparative Summary

Table 3 herein presents a summary for the 55 chains of drug stores without fountains in 1933, in comparison with the 80 such chains in 1929. The figures for 1929 are taken from chapter 13 of the report published in connection with the 1929 Retail Census, entitled "Retail Chains: 1929".

Comparison of Identical Chains

Seven chains of various sizes and types, which in 1929 operated 94 stores without fountains, have been analyzed in detail to show what changes have occurred in identical chains in the 4-year interval, in this kind of business. They did 42 percent of the business of all chains in this classification in 1929.

The 7 identical chains increased their units from 94 in 1929 to 119 in 1933, or 26.6 percent. Their sales increased 18.1 percent and their stocks declined 4.4 percent.

A detailed picture of the change over the four-year period in number of units in each chain is presented below:

Number of Units in 7 Identical Chains without Fountains, 1929 and 1933.

	1929	1933		1929	1933
Chain 1	20	26	Chain 5	10	22
Chain 2	4	6	Chain 6	18	26
Chain 3	14	17	Chain 7	17	11
Chain 4	11	11	Total-7 chains	94	119

In the 4-year interval the total store employment in these seven chains increased 36.9 percent and payroll increased 25.6 percent. Store operating expense per $100 of sales increased $2.60, from $18.81 in 1929 to $21.41 in 1933. To this figure must be added the unprorated proportion of central-office expense, which brings the total expenses of these 7 chains in 1933 to $23.40 per $100 of sales. No similar central-office figure is available for 1929, but the increase of 13.8 percent in the store-operating expense ratio is probably indicative of the increase in total expense.

Table 4 herein presents a comparative summary of the significant information concerning these identical chains for 1933 and 1929.

Two Chains with Very Low Ratios

It will be noted that the store-operating expense ratio for the 7 identical chains in 1929 averaged only $18.81 per $100 of sales against an average for the 80 chains of $24.80; also that in 1933 the average expense ratio for these 7 identical chains is $21.41 against an average of $22.05 for the entire 55 chains. This was exclusive of central-office expense. This seeming discrepancy is caused by the predominance in the identical sample of two large chains which operated at a much lower expense ratio than that of the remainder of the chains. These have been segregated in Table 4 to disclose the material difference in service, number of employees, payroll and expense between the two so-called pine-board chains and the five remaining chains constituting the identical sample.

In 1929 these two chains operated at an expense ratio of $9.26, materially lower than the $18.81 average. In 1933 one was materially lower and the other was somewhat lower than the 7-chain average of $21.41, the two averaging $11.96 before including central office expense, compared with $26.50 for the five professional chains. After including central-office expense the operating ratio of the two chains averaged $17.32 per $100 of sales in 1933 compared with $26.69 for the five professional chains.

The two pine-board chains are widely separated geographically, have no known financial connection, operate relatively few stores. All are large in volume and the business is operated on the basis of a minimum of service, aggressive price appeal and the promotion of packaged merchandise requiring the minimum service of salespeople. The number of employees is about 50 percent of the number employed by a professional chain with approximately the same volume of business.

Based upon the average annual earnings of full-time employees, these chains employed about the same class of people as did the other chains in this field, but the number of employees in proportion to sales--and therefore the payroll in proportion to sales--averaged less than 50 percent of the average of the five chains in the professional field whose figures are presented in Table 4.

Tables 1 to 4 complete this report.

Table 1--Comparative Summary 1933 and 1929--All Chains Operating Drug Stores with Fountains

	1933	1929	Percent of Change
Number of chains	171	169	---
Number of units	3,122	3,031	+ 3.0
Store employment:	29,419	31,115	- 5.5
Full-time	28,189	29,751	- 5.2
Part-time	1,230	1,364	- 9.9
Men	23,794	21,869	+ 8.7
Women	5,625	9,246	-39.2
Central-office employment:	3,142	x	---
Executives	277	x	---
Full-time employees	2,827	x	---
Part-time employees	38	x	---
Men	1,706	x	---
Women	1,436	x	---
Sales through stores	$232,428,000	$288,681,000	-19.5
through central office	307,000	x	---
Stocks, end of year, at cost	30,552,000	36,151,000	-15.5
Credit sales (included above):			
No. of Chains extending credit	100	66	---
No. of units of such chains	876	557	---
Total sales of such chains	$51,223,000	$35,593,000	+43.9
Credit sales of such chains	3,682,000	4,029,000	- 8.6
Percent of credit to total sales	7.2	11.3	---

(Continued on next page)

Table 1 (Cont'd.)

Operating expense:				
Store payrolls		$28,791,000	$38,884,000	-25.9
Full-time		28,360,000	38,330,000	-26.0
Part-time		431,000	554,000	-22.2
Other store-operating expense		38,065,000	41,597,000	- 8.5
Total store-operating expense		66,856,000	80,481,000	-16.9
Central-office expense:		7,672,000	x	
Payrolls 1/	$4,764,000			
Other	5,576,000			
Total	10,340,000			
Prorated to stores	2,668,000			
Total, central-office & stores		74,528,000	x	
Per $100 of sales		$32.06	x	

x - Not available for 1929.

1/ - Includes $20,000 of part-time payroll.

Table 2 - Identical Chains Operating Drug Stores with Fountains

49 Chains Compared--1933 and 1929

	1933	1929	Percent of Change
Number of units (49 chains)	2,263	2,237	+ 1.1
Sales through stores	$190,382,000	$250,352,000	-24.0
Credit sales (included above)	1,910,000	2,397,000	-20.4
Stocks, end of year, at cost	23,975,000	29,621,000	-19.1
Employees in stores - total	23,521	25,857	- 9.0
Full-time	22,898	25,121	- 8.8
Part-time	623	736	-15.4
Payroll, stores	$23,353,000	$32,625,000	-28.4
Full-time	23,128,000	32,328,000	-28.5
Part-time	225,000	297,000	-24.2
Total store-operating expense	55,376,000	68,886,000	-19.6
Per $100 of sales	$29.08	$27.52	
Central-office expense - unprorated	6,611,000		
Total central office and store expense	61,987,000		
Per $100 of sales	$32.55		

Table 3 - Comparative Summary, 1933 and 1929--All Chains
Operating Drug Stores without Fountains

	1933	1929	Percent of Change
Number of chains	55	80	-31.3
Number of units	434	482	10.0
Store employment	2,284	2,302	0.8
Full-time	2,090	2,110	- 1.0
Part-time	194	192	+ 1.0
Men	1,642	1,805	- 9.0
Women	642	497	+29.1
Central-office employment	289	x	
Executives	64	x	
Full-time employment	211	x	
Part-time	14	x	
Men	216	x	
Women	73	x	
Sales through stores	$28,009,000	$23,621,000	+18.5
through central office	412,000	x	---
Stocks, end of year, at cost	3,959,000	4,603,000	-14.0
Credit sales (included above):			
No. of chains extending credit	23	27	---
No. of units of such chains	148	155	---
Total sales of such chains	$5,138,000	$6,596,000	-22.1
Credit sales of such chains	1,459,000	1,157,000	+26.1
Percent of credit to total sales	28.4	17.5	---
Operating expense:			
Store payrolls	$2,978,000	$3,097,000	3.9
Full-time	2,904,000	3,023,000	- 3.9
Part-time	74,000	74,000	---
Other store-operating expense	3,198,000	2,760,000	+15.9
Total store operating expense	6,176,000	5,857,000	+ 5.4
Central-office expense	563,000	x	---
Payrolls 1/ 520,000			
Other 330,000			
Total 850,000			
Less, prorated 287,000			
Total, central-office & stores	6,739,000	x	---
Per $100 of sales	$24.06	x	---

x - Not available for 1929.

1/ - Includes $3,000 of part-time payroll.

Table 4 - Identical Chains Operating Drug Stores without Fountains

	7 Identical Chains Compared			2 Cut-price Chains		5 Professional Chains	
	1933	1929	Percent of change	1933	1929	1933	1929
Number of units	119	94		33	21	86	73
Sales through stores	$11,835,000	$10,021,000	+18.1	$4,146,000	$2,776,000	$7,689,000	$7,245,000
Credit sales (included above)	57,000	74,000	-23.0	0	0	57,000	74,000
Stocks, end of year, at cost--	1,599,000	1,673,000	- 4.4	296,000	314,000	1,303,000	1,359,000
Employees, stores	845	617	+36.9	175	95	670	522
Full-time	800	607	+31.8	172	95	628	512
Part-time	45	10		3	0	42	10
Payroll, stores	$1,168,000	$930,000	+25.6	273,000	159,000	895,000	771,000
Full-time	1,157,000	928,000	+24.7	272,000	159,000	885,000	769,000
Part-time	11,000	2,000	---	1,000	0	10,000	2,000
Total store-operating expense--	$2,534,000	$1,885,000	+34.4	$496,000	$257,000	$2,038,000	$1,628,000
Per $100 of sales	$21.41	$18.81		$11.96	$9.26	$26.50	$22.47
Central-office expense, - unprorated	$236,000	x	---	$222,000	x	$14,000	x
Total central office and store expense	$2,770,000	x	---	$718,000	x	$2,052,000	x
Per $100 of sales	$23.40	x	---	$17.32	x	$26.69	x

x - Not available for 1929.

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TABLE 5.—UNITED STATES SUMMARY - DRUG STORES, BY GEOGRAPHIC DIVISIONS AND STATES: 1933
NUMBER OF STORES AND SALES, CHAINS AND INDEPENDENTS, BY SIZE OF CITY
(SALES EXPRESSED IN THOUSANDS OF DOLLARS)

GEOGRAPHIC DIVISIONS AND STATES	Totals Independents And Chains		Percent of Total		Units of Chains		Independents		ANALYSIS OF SALES, BY SIZE OF CITY			
	Stores	Sales	1933	1929	Stores	Sales	Stores	Sales	Over 1,000,000	100,000 to 1,000,000	10,000 to 100,000	Under 10,000
UNITED STATES TOTAL	58,407	$1,066,252	100.0	100.0	3,766	$267,299	54,641	$798,953	$191,534	$309,093	$276,762	$288,863
PERCENT	100.0	100.0			6.4	25.1	93.6	74.9	17.9	29.0	25.9	27.1
NEW ENGLAND	4,018	82,236	7.7	7.1	280	18,288	3,738	63,948	-	32,607	35,107	14,522
Connecticut	843	15,630	1.5	1.3	59	3,728	784	11,902	-	5,976	6,286	3,368
Maine	405	6,856	0.6	0.6	6	539	399	6,317	-	-	5,398	1,458
Massachusetts	2,017	45,781	4.3	3.8	174	11,542	1,843	34,239	-	23,260	17,299	5,222
New Hampshire	225	4,483	0.4	0.4	9	452	216	4,031	-	-	2,297	2,186
Rhode Island	372	6,879	0.6	0.7	28	1,891	344	4,988	-	3,371	3,015	493
Vermont	156	2,607	0.3	0.3	4	136	152	2,471	-	-	812	1,795
MIDDLE ATLANTIC	12,311	230,156	21.6	21.7	833	62,427	11,478	167,729	96,503	59,759	54,527	39,367
New Jersey	1,847	34,241	3.2	3.0	105	8,305	1,742	25,936	-	12,701	14,725	6,815
New York	6,351	128,086	12.0	12.0	414	34,050	5,937	94,036	77,305	16,417	17,631	17,733
Pennsylvania	4,113	67,829	6.4	6.7	314	20,072	3,799	47,757	19,198	11,641	22,171	14,819
EAST NORTH CENTRAL	12,295	233,966	21.9	22.7	1,162	78,376	11,133	165,590	69,883	61,037	60,247	42,799
Illinois	3,767	79,685	7.5	7.8	325	29,079	3,442	50,606	50,041	1,282	17,589	10,773
Indiana	1,594	27,091	2.5	2.7	147	9,009	1,447	18,082	-	11,798	8,319	6,974
Michigan	2,474	43,718	4.1	4.7	235	12,340	2,239	31,378	19,842	3,545	12,031	8,300
Ohio	3,008	60,571	5.7	5.4	377	28,314	2,631	38,057	-	36,237	14,206	10,128
Wisconsin	1,452	22,901	2.1	2.1	78	5,434	1,374	17,467	-	8,175	8,102	6,624
WEST NORTH CENTRAL	7,573	122,461	11.5	11.0	281	25,192	7,292	97,269	-	50,249	21,170	51,042
Iowa	1,397	19,501	1.8	1.9	27	2,296	1,370	17,205	-	3,888	6,435	9,778
Kansas	1,121	18,456	1.7	1.8	46	3,614	1,075	14,842	-	4,722	1,577	12,157
Minnesota	1,157	19,850	1.9	1.7	40	3,190	1,117	16,660	-	11,482	1,748	6,620
Missouri	2,353	44,107	4.2	3.5	150	15,040	2,203	29,067	-	27,878	6,683	10,146
Nebraska	909	12,500	1.1	1.2	16	973	893	11,527	-	3,479	2,257	6,764
North Dakota	288	3,642	0.4	0.4	-	-	288	3,642	-	-	1,138	2,504
South Dakota	348	4,405	0.4	0.5	2	79	346	4,326	-	-	1,332	3,073
SOUTH ATLANTIC	6,017	115,654	10.9	9.7	355	27,752	5,662	87,902	-	43,201	33,601	38,852
Delaware	111	1,876	0.1	0.2	6	597	105	1,279	-	1,364	-	512
District of Columbia	290	15,494	1.5	1.0	59	9,719	231	5,775	-	15,494	-	-
Florida	999	16,453	1.5	1.5	51	2,323	948	14,130	-	6,112	3,747	6,594
Georgia	1,100	17,092	1.6	1.6	71	3,055	1,029	14,037	-	4,764	0,046	7,282
Maryland	740	15,558	1.5	1.1	64	5,237	676	10,321	-	10,478	1,871	3,209
North Carolina	984	15,721	1.5	1.5	30	2,049	894	13,672	-	-	8,304	7,417
South Carolina	569	8,119	0.8	0.7	8	318	561	7,801	-	-	3,622	4,497
Virginia	805	16,885	1.6	1.3	38	3,463	767	13,422	-	4,989	6,106	5,790
West Virginia	479	8,456	0.8	0.8	28	991	451	7,465	-	-	4,905	3,551
EAST SOUTH CENTRAL	3,428	49,216	4.6	5.2	134	6,196	3,294	43,020	-	10,759	16,855	21,602
Alabama	873	12,151	1.1	1.4	52	1,863	821	10,288	-	2,568	4,208	5,355
Kentucky	925	14,634	1.4	1.3	35	2,266	890	12,368	-	4,946	4,238	5,450
Mississippi	698	7,292	0.7	1.0	1	57	697	7,235	-	-	2,635	4,657
Tennessee	932	15,139	1.4	1.5	46	2,010	886	13,129	-	3,245	5,774	6,140
WEST SOUTH CENTRAL	6,099	94,268	8.8	10.2	237	13,542	5,862	80,726	-	27,581	23,860	42,827
Arkansas	765	9,141	0.8	1.0	2	168	763	8,973	-	-	6,436	2,705
Louisiana	883	13,951	1.3	1.3	46	3,133	837	10,818	-	6,281	8,928	4,742
Oklahoma	1,168	19,607	1.8	2.2	55	3,795	1,113	15,812	-	6,647	3,309	9,651
Texas	3,283	51,569	4.9	5.7	134	6,446	3,149	45,123	-	14,653	11,187	25,729
MOUNTAIN	1,791	33,391	3.2	3.2	103	6,404	1,688	26,987	-	8,786	8,500	16,165
Arizona	178	3,555	0.4	0.4	12	565	166	2,990	-	-	1,755	1,800
Colorado	623	12,149	1.2	1.2	47	3,129	576	9,020	-	6,815	1,872	3,462
Idaho	204	3,405	0.3	0.3	7	403	197	3,002	-	-	823	2,782
Montana	273	3,784	0.4	0.4	-	-	273	3,784	-	-	1,424	2,360
Nevada	46	1,286	0.1	0.1	5	244	41	1,042	-	-	574	712
New Mexico	139	2,571	0.2	0.2	5	280	134	2,291	-	-	860	1,711
Utah	203	4,056	0.4	0.4	26	1,731	177	2,335	-	1,911	582	1,573
Wyoming	125	2,575	0.2	0.2	1	52	124	2,523	-	-	810	1,765
PACIFIC	4,875	104,904	9.8	9.2	381	29,122	4,494	75,782	25,148	35,174	22,895	21,687
California	3,403	78,274	7.3	6.8	318	22,400	3,085	55,874	25,148	19,677	18,861	14,588
Oregon	576	11,120	1.0	0.9	19	3,786	557	7,334	-	6,447	1,348	3,325
Washington	896	15,510	1.5	1.5	44	2,936	852	12,574	-	9,050	2,686	3,774

TABLE 6- UNITED STATES SUMMARY - INDEPENDENT DRUG STORES (Including Voluntary Chains), BY GEOGRAPHIC DIVISIONS AND STATES: 1935

GEOGRAPHIC DIVISIONS AND STATES	Totals		With Fountain						Without Fountain					
			Totals		Stores by Size of City				Totals		Stores by Size of City			
					Over 1,000,000	100,000 to 1,000,000	10,000 to 100,000	Under 10,000			Over 1,000,000	100,000 to 1,000,000	10,000 to 100,000	Under 10,000
	Stores	Sales	Stores	Sales					Stores	Sales				
UNITED STATES TOTALS	54,641	$798,965	35,453	$566,753	4,875	7,835	7,768	14,975	19,188	$232,200	3,250	3,581	3,726	8,631
PERCENT	100.0	100.0	64.9	70.9	13.8	22.1	21.9	42.2	35.1	29.1	16.9	18.7	19.4	45.0
NEW ENGLAND	3,738	63,948	2,944	51,681	-	1,055	1,264	625	794	12,269	-	244	371	179
Connecticut	784	11,902	594	9,195	-	227	206	161	190	2,707	-	56	82	42
Maine	329	6,317	296	5,160	-	-	238	58	103	1,157	-	-	93	10
Massachusetts	1,843	34,239	1,520	28,563	-	695	607	218	323	5,674	-	160	119	44
New Hampshire	316	4,031	149	2,956	-	-	69	82	89	1,075	-	-	36	31
Rhode Island	344	4,988	288	4,145	-	133	130	25	56	843	-	18	30	8
Vermont	152	2,471	97	1,660	-	-	16	81	55	811	-	-	11	44
MIDDLE ATLANTIC	11,478	167,729	6,425	102,481	2,454	884	1,363	1,724	5,053	65,248	2,387	709	893	1,064
New Jersey	1,742	25,936	989	13,737	-	308	392	295	753	10,199	-	304	286	163
New York	6,937	94,036	2,931	53,501	1,612	324	327	668	2,986	40,535	2,013	271	275	425
Pennsylvania	3,799	47,757	2,485	33,245	842	256	644	741	1,314	14,514	372	134	332	476
EAST NORTH CENTRAL	11,153	153,598	7,257	110,234	1,778	1,693	1,623	2,163	3,876	45,356	679	586	842	1,769
Illinois	3,442	50,606	2,152	38,014	1,179	24	419	530	1,290	14,592	529	19	245	497
Indiana	1,447	18,668	1,080	13,896	-	338	257	425	427	4,187	-	79	88	260
Michigan	2,239	31,378	1,599	23,186	599	139	398	459	644	9,192	150	25	177	292
Ohio	2,631	38,057	1,639	25,675	-	906	316	417	992	12,382	-	372	214	406
Wisconsin	1,394	17,467	851	12,464	-	286	233	332	523	6,003	-	91	118	314
WEST NORTH CENTRAL	7,282	97,259	5,084	73,562	-	1,369	615	3,042	2,268	23,707	-	355	279	1,634
Iowa	1,370	17,206	911	12,798	-	92	307	512	459	4,407	-	17	94	348
Kansas	1,078	14,842	660	12,921	-	120	37	483	218	1,921	-	28	14	173
Minnesota	1,117	16,640	686	10,286	-	327	26	273	491	6,374	-	104	33	354
Missouri	2,295	29,067	1,578	28,835	-	788	180	671	624	6,832	-	168	71	385
Nebraska	895	11,627	609	9,128	-	102	78	429	284	2,401	-	38	35	211
North Dakota	288	3,648	182	2,633	-	-	21	161	106	989	-	-	22	84
South Dakota	344	4,326	259	3,543	-	-	44	213	89	785	-	-	10	79
SOUTH ATLANTIC	5,662	87,902	4,147	71,390	-	936	983	2,228	1,515	16,518	-	414	359	742
Delaware	105	1,279	52	835	-	31	-	21	53	444	-	28	-	25
District of Columbia	231	3,775	188	3,034	-	188	-	-	43	741	-	43	-	-
Florida	948	14,130	661	11,253	-	203	107	351	287	2,877	-	101	67	119
Georgia	1,089	14,057	766	11,797	-	123	173	470	253	2,249	-	30	75	138
Maryland	676	10,321	426	7,055	-	265	29	132	250	3,266	-	178	18	54
North Carolina	894	13,672	736	12,392	-	-	257	478	139	1,280	-	-	49	110
South Carolina	561	7,801	417	6,297	-	-	133	284	144	1,504	-	-	48	96
Virginia	767	13,482	571	10,856	-	186	140	305	196	2,566	-	34	54	108
West Virginia	451	7,465	331	5,871	-	-	144	187	120	1,394	-	-	48	72
EAST SOUTH CENTRAL	3,294	43,020	2,061	38,274	-	258	531	1,272	1,233	10,746	-	245	211	777
Alabama	821	10,288	535	7,607	-	77	104	354	286	2,681	-	55	64	167
Kentucky	890	12,368	637	8,766	-	125	129	283	353	3,602	-	77	65	211
Mississippi	597	7,835	371	5,050	-	-	77	294	326	2,185	-	-	81	245
Tennessee	886	13,129	618	10,851	-	56	221	341	268	2,278	-	113	1	154
WEST SOUTH CENTRAL	6,868	80,726	3,873	61,998	-	708	775	2,390	1,989	18,728	-	391	259	1,339
Arkansas	763	8,973	476	6,773	-	-	282	194	287	2,200	-	-	47	240
Louisiana	837	10,818	562	6,514	-	98	63	199	475	4,304	-	190	62	283
Oklahoma	1,115	15,812	868	13,322	-	157	106	605	245	2,490	-	20	31	194
Texas	3,149	45,125	2,167	33,389	-	453	388	1,392	982	9,734	-	181	119	682
MOUNTAIN	1,688	26,987	1,161	20,165	-	214	169	778	587	6,822	-	59	111	377
Arizona	166	2,990	124	2,453	-	-	38	86	42	534	-	-	13	29
Colorado	576	9,020	453	7,779	-	177	39	219	123	1,241	-	33	18	73
Idaho	197	3,008	129	2,252	-	-	11	118	68	750	-	-	2	66
Montana	273	3,784	110	1,598	-	-	19	91	163	2,186	-	-	47	116
Nevada	41	1,042	20	476	-	-	3	17	21	566	-	-	10	11
New Mexico	134	2,291	93	1,801	-	-	14	79	41	490	-	-	9	32
Utah	177	2,333	136	1,811	-	37	18	87	41	824	-	7	7	27
Wyoming	124	2,523	96	1,992	-	-	13	83	28	331	-	-	3	23
PACIFIC	4,494	75,788	2,661	42,968	643	718	447	753	1,933	32,814	184	398	401	730
California	3,085	55,874	1,816	38,447	643	330	381	462	1,269	23,425	184	382	285	418
Oregon	557	7,534	284	3,911	-	154	12	118	273	3,423	-	77	43	153
Washington	852	12,574	461	6,608	-	234	54	173	391	5,956	-	139	73	179

TABLE 7- UNITED STATES SUMMARY - CHAIN DRUG STORES: 1933
BY GEOGRAPHIC DIVISIONS AND STATES

GEOGRAPHIC DIVISIONS AND STATES	Total				Chain Units				Stores and Sales By Size of City							
	Stores			Sales	With Fountain		Without Fountain		Over 1,000,000		100,000 to 1,000,000		10,000 to 100,000		Under 10,000	
	1/ S & N	Local	Total		Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales
UNITED STATES TOTAL	1,955	1,811	3,766	$267,299	2,995	$224,288	771	$43,011	846	$69,512	1,648	$123,122	1,015	$64,413	257	$10,252
PERCENT	51.9	48.1	100.0	100.0	79.5	83.9	20.5	16.1	22.5	26.0	43.7	46.0	27.0	24.1	6.8	3.9
NEW ENGLAND	183	97	280	18,288	214	15,750	66	2,538	-	-	153	10,619	105	6,818	22	851
Connecticut	37	22	59	3,728	38	3,167	21	561	-	-	39	2,186	20	1,542	-	-
Maine	6	-	6	539	4	460	2	79	-	-	-	-	4	374	8	165
Massachusetts	110	64	174	11,542	139	10,002	35	1,540	-	-	98	7,080	63	3,956	13	506
New Hampshire	3	6	9	452	6	223	3	229	-	-	-	-	5	355	4	97
Rhode Island	25	3	28	1,891	23	1,762	5	129	-	-	16	1,353	11	489	1	49
Vermont	2	2	4	136	4	136	-	-	-	-	-	-	2	102	2	34
MIDDLE ATLANTIC	530	303	833	62,427	655	52,733	178	9,694	332	29,683	198	13,095	234	16,249	69	3,400
New Jersey	79	26	105	8,305	87	7,428	18	877	-	-	45	5,432	51	4,382	9	491
New York	285	129	414	34,050	357	31,232	57	2,818	244	23,023	73	4,465	73	5,187	24	1,376
Pennsylvania	166	148	314	20,072	211	14,073	103	5,999	88	6,660	80	3,198	110	6,680	36	1,534
NORTH EAST CENTRAL	562	600	1,162	78,376	974	68,688	188	9,688	392	31,322	449	27,526	275	17,894	46	1,634
Illinois	284	41	325	29,079	293	28,158	32	921	237	23,104	11	567	62	4,958	15	450
Indiana	37	110	147	9,009	134	8,634	13	375	-	-	105	6,017	39	2,891	3	101
Michigan	77	158	235	12,340	199	10,541	36	1,799	155	8,218	19	1,038	58	2,933	3	151
Ohio	116	261	377	22,514	285	16,726	92	5,788	-	-	271	16,343	83	5,313	23	858
Wisconnin	48	30	78	5,434	63	4,629	15	805	-	-	43	3,561	33	1,799	2	74
NORTH WEST CENTRAL	186	95	281	25,192	241	24,063	40	1,129	-	-	220	21,166	39	3,008	22	1,018
Iowa	20	7	27	2,296	24	2,267	3	29	-	-	7	1,262	17	1,030	3	4
Kansas	15	31	46	3,614	42	3,585	4	29	-	-	26	2,526	3	137	17	951
Minnesota	32	8	40	3,190	37	3,158	3	32	-	-	40	3,190	-	-	-	-
Missouri	106	44	150	15,040	124	14,056	26	984	-	-	131	13,215	18	1,762	1	63
Nebraska	12	4	16	973	13	918	3	55	-	-	16	973	-	-	-	-
North Dakota	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
South Dakota	1	1	2	79	1	79	1	-	-	-	-	-	1	79	1	-
SOUTH ATLANTIC	199	156	355	27,752	300	25,098	55	2,654	-	-	184	18,764	120	7,175	51	1,813
Delaware	6	-	6	597	2	152	4	445	-	-	6	597	-	-	-	-
District of Columbia	58	1	59	9,719	53	9,544	6	175	-	-	59	9,719	-	-	-	-
Florida	38	13	51	2,323	50	2,320	1	3	-	-	24	1,179	14	667	13	477
Georgia	32	39	71	3,055	59	2,773	12	282	-	-	37	2,026	25	768	11	261
Maryland	17	47	64	5,237	53	4,945	11	292	-	-	41	3,708	10	866	13	663
North Carolina	17	13	30	2,049	20	963	10	1,086	-	-	-	-	29	2,023	1	26
South Carolina	4	4	8	318	5	197	3	121	-	-	-	-	4	217	4	101
Virginia	24	14	38	3,463	31	3,230	7	233	-	-	17	1,535	18	1,739	3	189
West Virginia	3	25	28	991	27	974	1	17	-	-	-	-	22	895	6	96
EAST SOUTH CENTRAL	54	80	134	6,196	122	5,736	12	460	-	-	55	3,816	73	3,190	6	190
Alabama	5	47	52	1,863	52	1,863	-	-	-	-	24	824	26	975	2	64
Kentucky	13	22	35	2,266	29	1,965	6	301	-	-	16	1,472	18	780	1	14
Mississippi	1	-	1	57	1	57	-	-	-	-	-	-	1	57	-	-
Tennessee	35	11	46	2,010	40	1,851	6	159	-	-	15	520	28	1,378	3	112
WEST SOUTH CENTRAL	64	173	237	13,542	213	12,990	24	552	-	-	171	10,590	58	2,676	8	276
Arkansas	2	-	2	168	1	161	1	7	-	-	-	-	2	168	-	-
Louisiana	6	40	46	3,133	45	3,123	1	10	-	-	37	2,492	9	641	-	-
Oklahoma	25	30	55	3,795	51	3,768	4	27	-	-	51	3,686	1	29	3	80
Texas	31	103	134	6,446	116	5,938	18	508	-	-	83	4,412	46	1,838	5	196
MOUNTAIN	47	56	103	6,404	96	5,118	7	1,286	-	-	49	4,053	31	1,624	23	727
Arizona	4	8	12	565	11	531	1	34	-	-	-	-	11	531	1	34
Colorado	18	29	47	3,129	41	1,877	6	1,252	-	-	39	2,918	6	185	2	26
Idaho	6	1	7	403	7	403	-	-	-	-	-	-	2	190	5	213
Montana	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nevada	1	4	5	244	5	244	-	-	-	-	-	-	1	102	4	142
New Mexico	-	5	5	280	5	280	-	-	-	-	-	-	5	280	-	-
Utah	17	9	26	1,731	26	1,731	-	-	-	-	10	1,135	6	336	10	260
Wyoming	1	-	1	52	1	52	-	-	-	-	-	-	-	-	1	52
PACIFIC	130	251	381	29,122	180	14,112	201	15,010	122	8,507	169	14,493	80	5,779	10	343
California	114	204	318	22,400	131	10,721	187	11,679	122	8,507	111	8,148	75	5,402	10	343
Oregon 2/	9	10	19	3,786	6	560	13	3,226	-	-	14	5,409	5	377	-	-
Washington	7	37	44	2,936	43	2,831	1	105	-	-	44	2,936	-	-	-	-

1/ Sectional and National.
2/ Number of chain stores in Oregon corrected to include 7 stores previously reported as one.

JUL 23 1935